

# City of Durham 2015 Resident Survey

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## Findings Report

**Submitted to the City of Durham, NC by:**

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**January 2016**





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# City of Durham 2015 Resident Survey Executive Summary Report

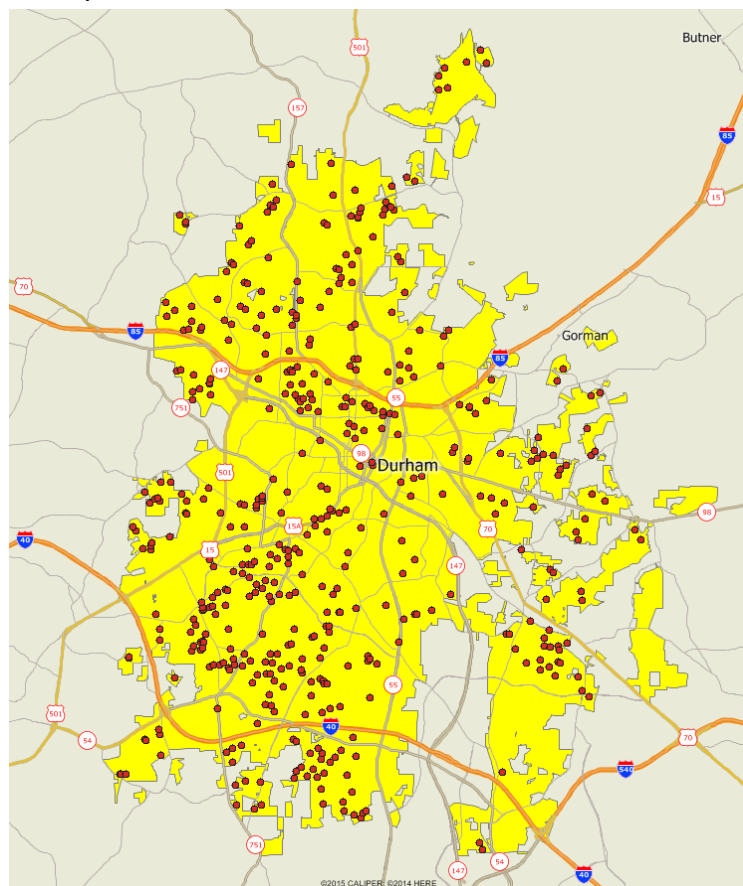
## Overview and Methodology

During the winter of 2015, ETC Institute administered its sixth DirectionFinder® Survey for the City of Durham. The purpose of the survey is to assess citizen satisfaction with the delivery of major City services and to help determine priorities for the community as part of the City's ongoing planning process. Previous DirectionFinder® surveys were administered in 2005, 2007, 2009, 2011 and 2013.

**Methodology.** A seven-page survey was mailed to a random sample of households in the City of Durham. The mailed survey included a postage paid return envelope and a cover letter explaining the purpose of the survey and encouraging residents to complete the survey.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. The goal was to receive at least 400 completed surveys. This goal was far exceeded, with a total of 479 households completing a survey. The results for the random sample of 479 households have a 95% level of confidence with a precision of at least  $\pm 4.5\%$ .

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home.



**Interpretation of “Don’t Know” Responses.** The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the 2015 survey, along with comparisons to the results from the 2005 and 2013 surveys (Section 1)
- importance-satisfaction analysis that identifies priorities for investment (Section 2)
- tabular data showing the overall results for all questions on the survey (Section 3)
- a copy of the cover letter and survey instrument (Section 4)

## Perceptions of the City

- **Overall Ratings of the City of Durham.** Eighty-four percent (84%) of the residents surveyed who had an opinion rated the City as an “excellent” or “good” place to live, and 84% also rated it as an “excellent” or “good” place to work.
- **Overall Perceptions of the City.** Eighty-one percent (81%) of the residents surveyed who had an opinion were satisfied with the quality of life in their neighborhood; 72% were satisfied with the quality of life in the City, and 65% were satisfied with the overall quality services provided by the City.

## Overall Satisfaction

- **Major Categories of City Services.** The overall city services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: the quality of fire protection and rescues services (82%), the overall quality of EMS services (81%), the overall quality of library services and programs (81%), the response time of EMS services (79%), and the response time for fire services (76%).

## Satisfaction with Specific Services

- **Law Enforcement/Criminal Justice.** The highest levels of satisfaction with law enforcement/criminal justice, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the overall police relationship with the community (62%) and the Sheriff Office relationship with the community (59%).
- **Parks and Recreation.** The highest levels of satisfaction with parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: greenways and trails in the City (68%), cultural programming (65%), and the length of residents’ commute to their desired recreation amenities (59%).
- **City Maintenance.** The highest levels of satisfaction with City maintenance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the condition of neighborhood streets (63%), the condition of City parks (59%) and cleanliness of city streets (59%).
- **Parking and Transit.** The highest levels of satisfaction with parking and transit, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the ease of travel by driving (67%) and the location of downtown parking facilities (44%).
- **Code Enforcement.** The highest levels of satisfaction with code enforcement, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: how quickly graffiti is removed in neighborhoods (41%) and response to code enforcement requests for service or complaints (40%).
- **Solid Waste and Utilities Services.** The highest levels of satisfaction with solid waste and utility services, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: solid waste collection services (88%), curbside recycling services (85%), sewer services (73%), and the quality of drinking water (71%).
- **Development and Appearance.** The highest levels of satisfaction with development and appearance, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the appearance of houses in neighborhoods (74%) and protection of historic buildings (57%).
- **Economic Development.** The highest level of satisfaction with various aspects of economic development in the City, based upon the combined percentage of “very

satisfied” and “satisfied” responses among residents who had an opinion, were: the proximity of neighborhoods to shopping (74%), and the proximity of neighborhoods to arts and cultural amenities (67%).

- **Customer Service.** The highest levels of satisfaction with customer service from City employees, based upon the combined percentage of “very satisfied” and “satisfied” responses of residents who had an opinion, were: the ease of paying the water bill (80%), courtesy of employees (78%), how easy they were to contact (74%), and the accuracy of information and assistance given (72%).

### Other Survey Findings

- Based upon a combination of “very safe” and “safe” responses among residents who had an opinion, residents felt most safe walking alone in their neighborhood during the day (91%). Residents felt least safe when riding the DATA/Bull City Connector (37%).
- Seventy-three percent (73%) of the residents surveyed are “strongly supportive” or “cautiously supportive” of allowing more misdemeanor drug offenses to be handled outside of court, compared to 16% who are “not supportive” or “not supportive at all”.
- The top sources that residents used to get information about the City were: the local television or radio news (66%), the Durham Citizen’s newsletter (54%), friends/neighbors (51%), and the Herald-Sun or other local newspaper (47%).
- Seventy-four percent (74%) of the residents surveyed do not normally watch DTN; 23% watch DTN on TV, and 3% watch DTN online.
- Thirty-eight percent (38%) of the residents surveyed would be willing to pay higher taxes to support enhancements to City and/or County services; 47% would not be willing to pay higher taxes to support enhancements, and 15% indicated “don’t know”.
- Of the 38% of residents who would be willing to pay higher taxes to support enhancements to City and/or County services, the types of services they would be most willing to support are: road improvements, repairing and restoring deteriorating infrastructure, trails and greenways, and the construction of new sidewalks.
- Forty percent (40%) of the residents surveyed would pay fees instead of taxes to pay for improvements to City services that they use or benefit from; 19% would not be willing to pay fees instead of taxes, and 41% indicated “not sure”.

## Trend Analysis

**Long-Term Trends.** Satisfaction ratings have increased in 47 of the 53 areas that were assessed from the 2005 survey; 1 area has stayed the same and only 5 areas have decreased from 2005. Of the 47 areas that have shown increases, 41 of these increases were significant (5% or more). Listed below are the areas that have had a significant increase since the 2005 survey.

Area	2015	2005	Difference	Category
Overall image of the city	52%	25%	27%	Perceptions of the City
Condition of streets in your neighborhood	63%	40%	23%	Maintenance
Overall quality of life in the city	72%	49%	23%	Perceptions of the City
In downtown Durham	62%	39%	23%	Feeling of Safety
Cleanliness of city streets	59%	38%	21%	Maintenance
Condition of city parks	59%	39%	20%	Maintenance
Overall appearance of the city	53%	34%	19%	Perceptions of the City
As a city that is moving in the right direction	66%	47%	19%	Quality of Life Ratings
When walking alone in your neighborhood at night	63%	45%	18%	Feeling of Safety
As a place to visit	71%	54%	17%	Quality of Life Ratings
Greenways and trails in the city	68%	52%	16%	Parks and Recreation
As a place to live	84%	68%	16%	Quality of Life Ratings
Bulky item pick up/removal services	70%	54%	16%	Water and Utility Services
As a place to work	84%	69%	15%	Quality of Life Ratings
In the City of Durham overall	52%	37%	15%	Feeling of Safety
How well your issue was handled	65%	50%	15%	Customer Service
Cleanliness and appearance of medians/roadsides	53%	39%	14%	Maintenance
Overall quality of life in your neighborhood	81%	67%	14%	Perceptions of the City
Walking alone in the nearest park during the day	61%	47%	14%	Feeling of Safety
Accuracy of the information & assistance given	72%	58%	14%	Customer Service
When visiting recreation centers	62%	48%	14%	Feeling of Safety
Walking alone in your neighborhood during the day	91%	78%	13%	Feeling of Safety
Outdoor athletic fields	56%	44%	12%	Parks and Recreation
Availability of information about programs/services	61%	49%	12%	Customer Service
Value you receive for your city taxes and fees	38%	26%	12%	Perceptions of the City
As a place to retire	60%	49%	11%	Quality of Life Ratings
City efforts to keep informed about local issues	54%	43%	11%	Customer Service
How easy they were to contact	74%	63%	11%	Customer Service
Level of public involvement in local decisions	41%	31%	10%	Customer Service
As a place to raise children	62%	52%	10%	Quality of Life Ratings
Overall quality of services provided by the city	65%	55%	10%	Perceptions of the City
Time it took for your request to be answered	61%	51%	10%	Customer Service
Maintenance of city streets	33%	23%	10%	Major Categories of City services
Mowing/tree trimming along streets & other areas	54%	45%	9%	Maintenance
Courtesy of employees	77%	68%	9%	Customer Service
Quality of City water and sewer utilities	70%	62%	8%	Major Categories of City services
Yard waste (leaves/tree limbs) collection services	70%	62%	8%	Water and Utility Services
Quality of fire protection/rescue services	83%	77%	6%	Major Categories of City services
Quality of customer service from City employees	61%	55%	6%	Major Categories of City services
Enforcement of junk cleanup on private property	37%	32%	5%	Code Enforcement
Effectiveness of City communication w/public	50%	45%	5%	Major Categories of City services



**Short-Term Trends.** Satisfaction ratings have increased in 30 of the 67 areas that were assessed from the 2013 survey; 5 areas have stayed the same and 32 areas have decreased from 2013. Listed below are the areas that have had the most significant increases since the 2013 survey.

Area	2015	2013	Difference	Category
When walking alone in your neighborhood at night	63%	49%	14%	Feeling of Safety
Greenways and trails in the city	68%	60%	8%	Parks and Recreation
Cleanliness and appearance of medians/roadsides	53%	47%	6%	Maintenance
As a place to work	84%	78%	6%	Quality of Life Ratings
Overall quality of life in your neighborhood	81%	76%	5%	Perceptions of the City
Walking alone in your neighborhood during the day	91%	86%	5%	Feeling of Safety
Walking alone in the nearest park during the day	61%	56%	5%	Feeling of Safety
Condition of streets in your neighborhood	63%	58%	5%	Maintenance
Cleanliness of city streets	59%	54%	5%	Maintenance
As a place to play	72%	67%	5%	Quality of Life Ratings

Listed below are the areas that have had the most significant decreases since the 2013 survey.

Area	2015	2013	Difference	Category
Flow of traffic in the City	34%	52%	-18%	Major Categories of City services
Quality of the City's public transit system	33%	49%	-16%	Major Categories of City services
When riding DATA/Bull City Connector	37%	49%	-12%	Feeling of Safety
Maintenance of city streets	33%	44%	-11%	Major Categories of City services
Effectiveness of City communication w/public	50%	60%	-10%	Major Categories of City services
Condition of bicycle facilities	27%	37%	-10%	Maintenance
How quickly graffiti is removed in neighborhood	41%	50%	-9%	Code Enforcement
Access to training/development for under-employed	23%	32%	-9%	Economic Development
Variety of City recreation opportunities	44%	52%	-8%	Parks and Recreation
Cleanliness of storm water drains	38%	46%	-8%	Maintenance
Resources to support small business development	28%	36%	-8%	Economic Development
Time it took for your request to be answered	61%	69%	-8%	Customer Service
How easy they were to contact	74%	81%	-7%	Customer Service



## Investment Priorities

**Recommended Priorities for the Next Two Years.** In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 2 of this report.

**Overall Priorities for the City by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Overall maintenance of streets in the City (IS Rating=0.2412)
- Overall flow of traffic in Durham (IS Rating=0.1980)
- Overall quality of police protection (IS Rating=0.1512)

The table below shows the importance-satisfaction rating for all 18 major categories of City services that were rated.

<b>Importance-Satisfaction Rating</b> <b>City of Durham, North Carolina</b> <b>Major Categories of City Services</b>						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall maintenance of streets in the City	36%	2	33%	18	0.2412	<b>1</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Overall flow of traffic in Durham	30%	3	34%	17	0.1980	<b>2</b>
Overall quality of police protection	42%	1	64%	8	0.1512	<b>3</b>
Overall quality of the public transit system	15%	4	33%	19	0.1005	<b>4</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Services of Durham County Dept of Social Services	12%	6	37%	16	0.0756	<b>5</b>
Overall quality of Tax Administration services	9%	9	42%	15	0.0522	<b>6</b>
Overall quality of parks & recreation programs	13%	6	65%	7	0.0455	<b>7</b>
Overall quality of sheriff protection	11%	7	61%	10	0.0429	<b>8</b>
Effectiveness of communication with the public	8%	10	49%	12	0.0408	<b>9</b>
Overall enforcement of codes & ordinances	7%	11	43%	14	0.0399	<b>10</b>
Overall quality of Public Health services	6%	14	44%	13	0.0336	<b>11</b>
Customer service received from City employees	7%	12	61%	9	0.0273	<b>12</b>
Overall quality of water & sewer utilities	8%	10	70%	6	0.0240	<b>13</b>
Customer service received from County employees	3%	17	59%	11	0.0123	<b>14</b>
Quality of fire protection & rescue services	6%	13	82%	1	0.0108	<b>15</b>
Overall quality of EMS services	3%	15	81%	2	0.0057	<b>16</b>
Overall quality of library services & programs	3%	16	81%	3	0.0057	<b>17</b>
Response time for fire services	2%	18	76%	5	0.0048	<b>18</b>
Response time for EMS services	2%	19	79%	4	0.0042	<b>19</b>

## Section 1:

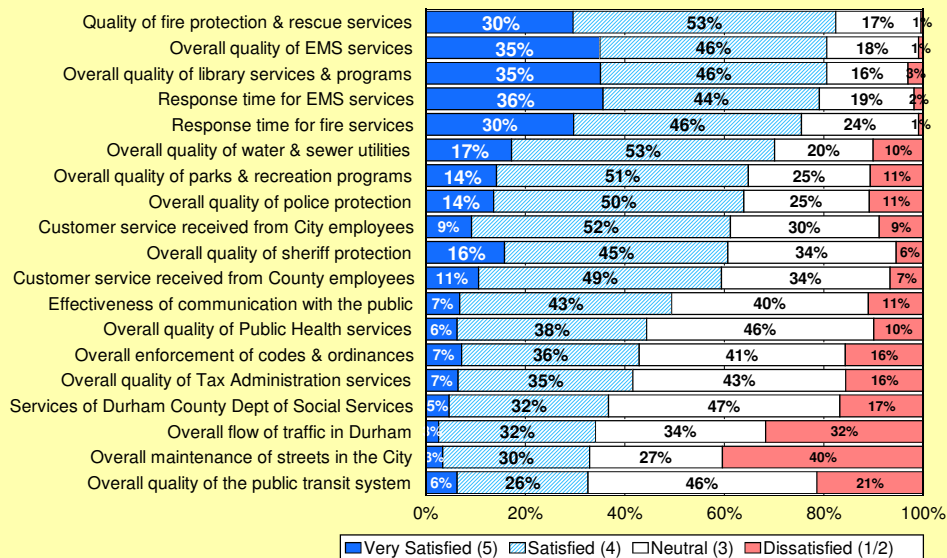
# Charts and Graphs

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# City of Durham 2015 Resident Survey

## Overall Satisfaction with City Services by Major Category

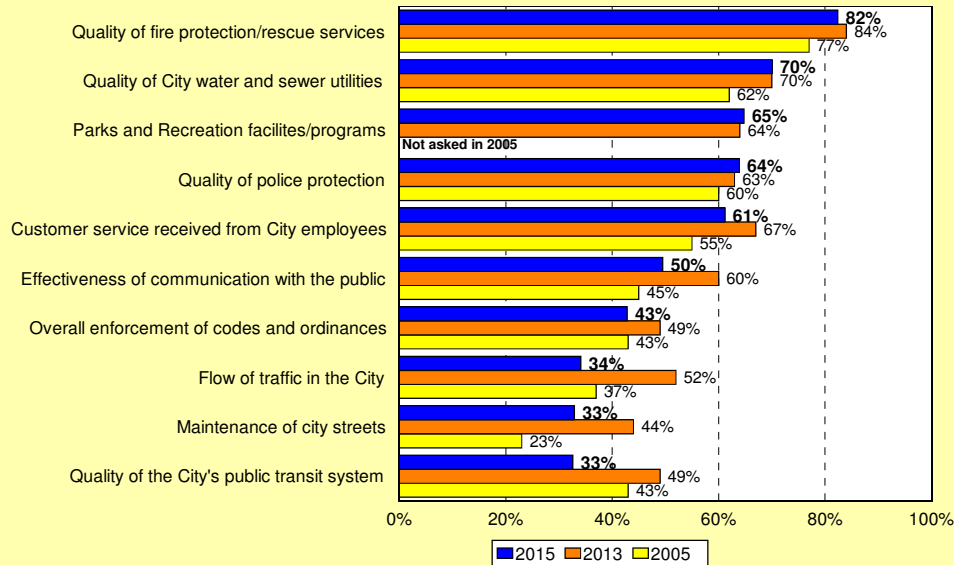
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

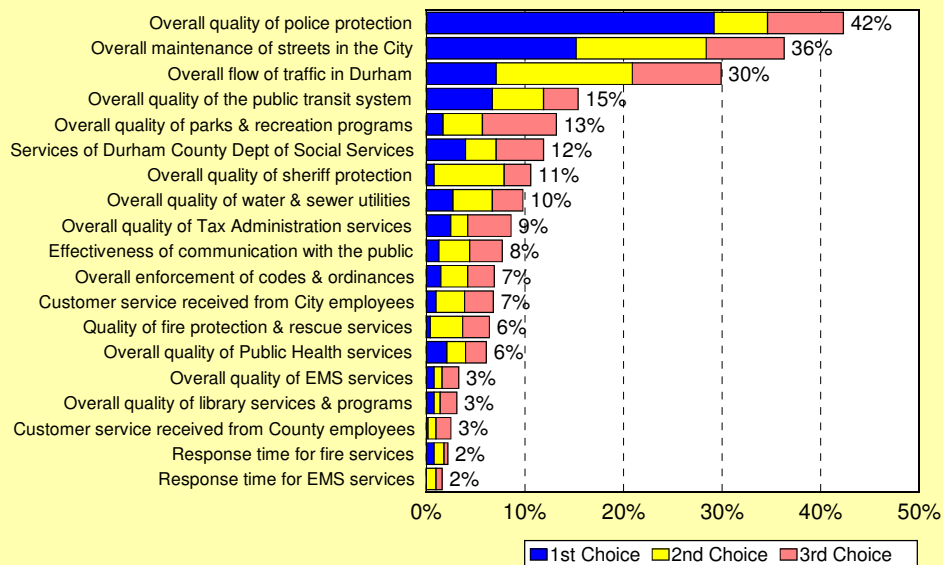
## Trends: Satisfaction with Various Aspects of City Services - 2015 vs. 2013 vs. 2005

by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



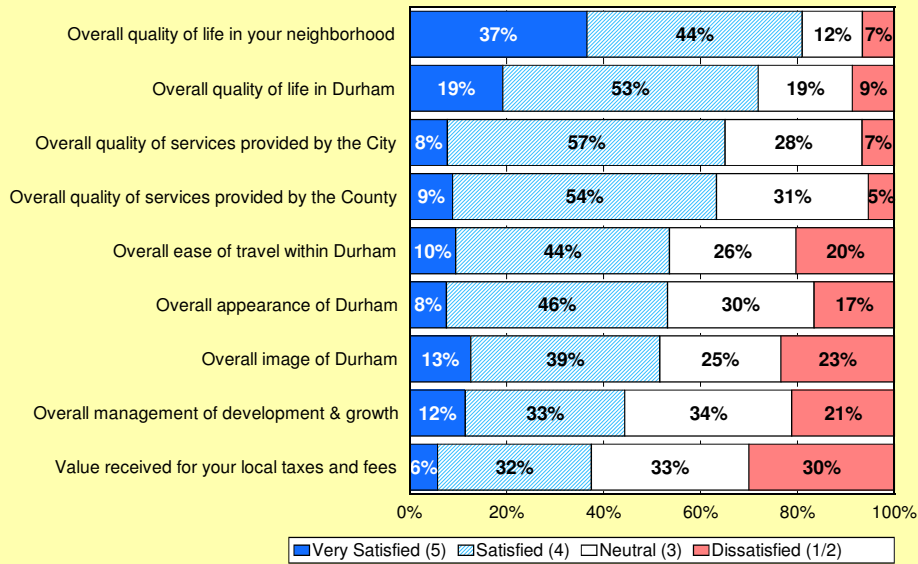
## Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



## Satisfaction with Items That Influence Perception Residents Have of Durham

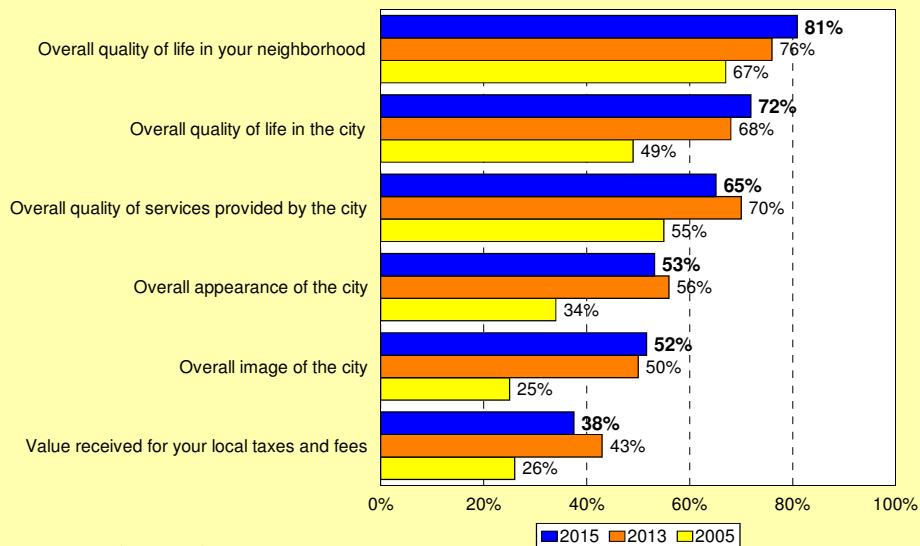
by percentage of respondents (excluding don't knows)



Source: ETC Institute (2015)

## Trends: Satisfaction with Items That Influence Perception Residents Have of Durham 2015 vs. 2013 vs. 2005

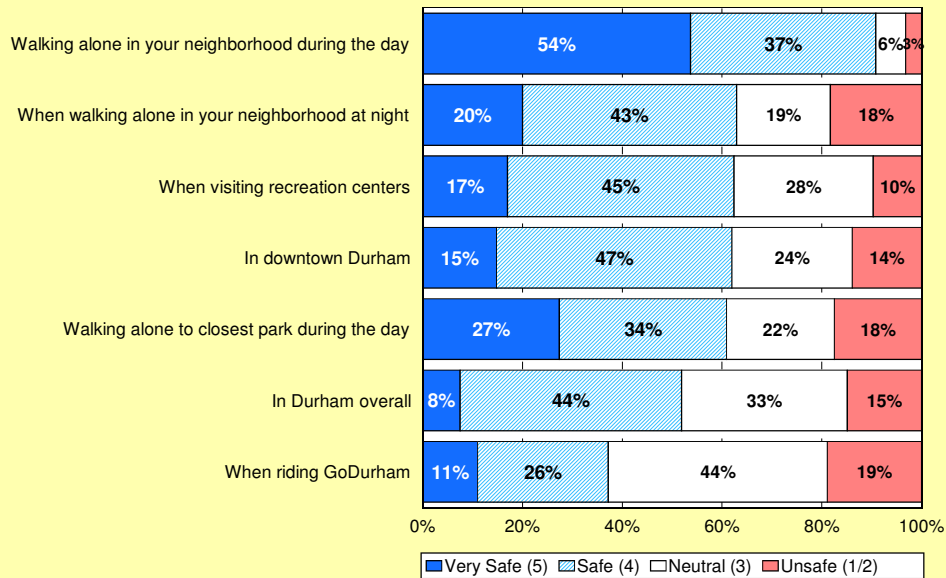
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2015)

## Perceptions of Safety in Durham

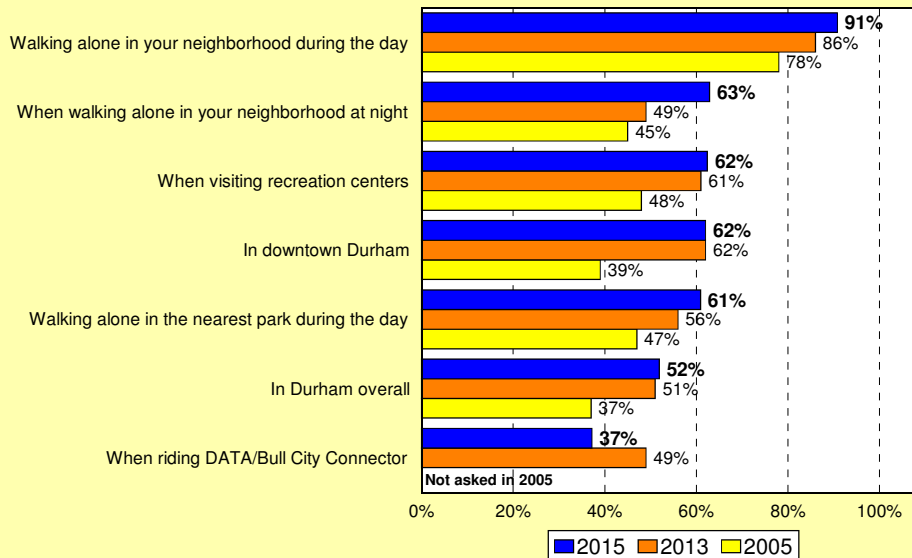
by percentage of respondents (excluding don't knows)



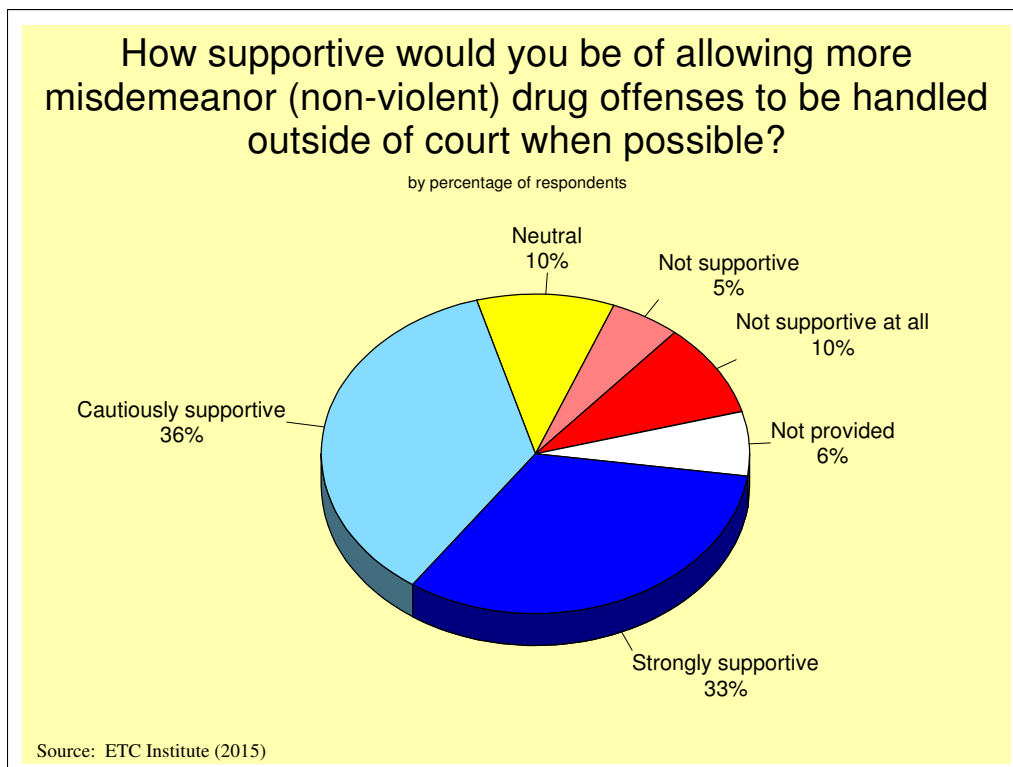
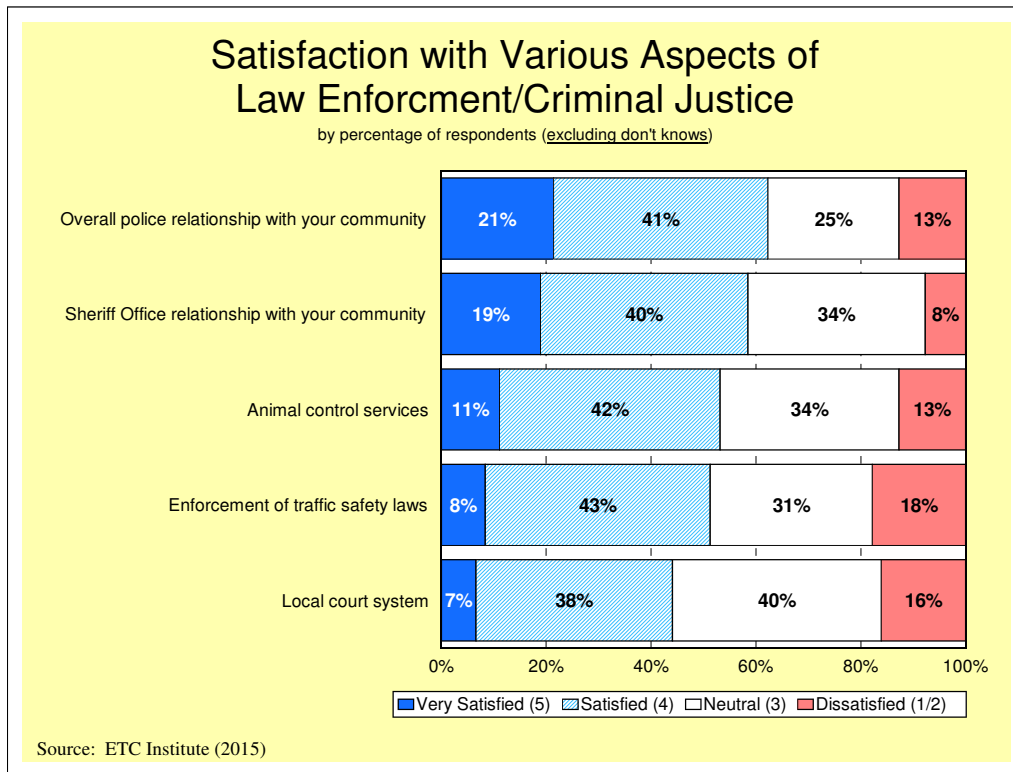
Source: ETC Institute (2015)

## Trends: Perceptions of Safety in Durham 2015 vs. 2013 vs. 2005

by percentage of respondents who felt "Very Safe" or "Safe" in the situation (excluding don't knows)



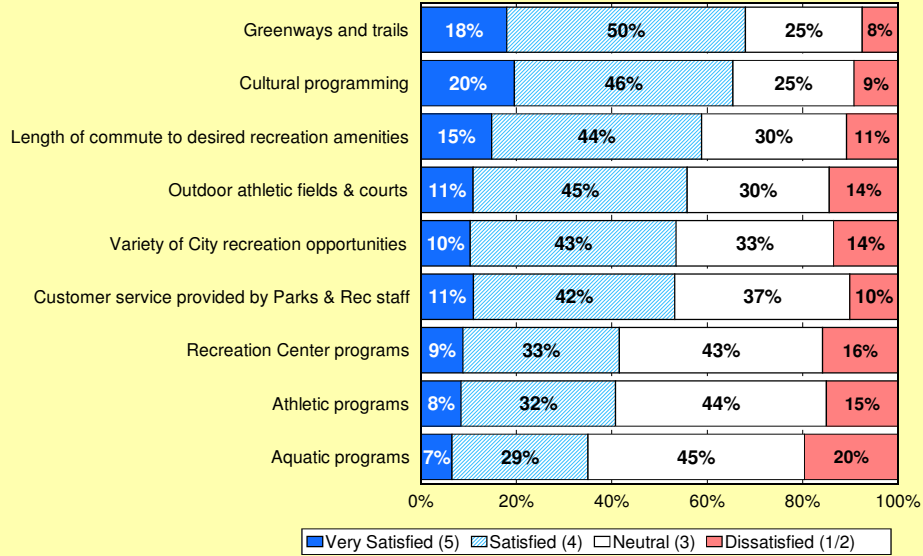
Source: ETC Institute (2015)





## Satisfaction with Various Aspects of Parks, Recreation and Open Spaces

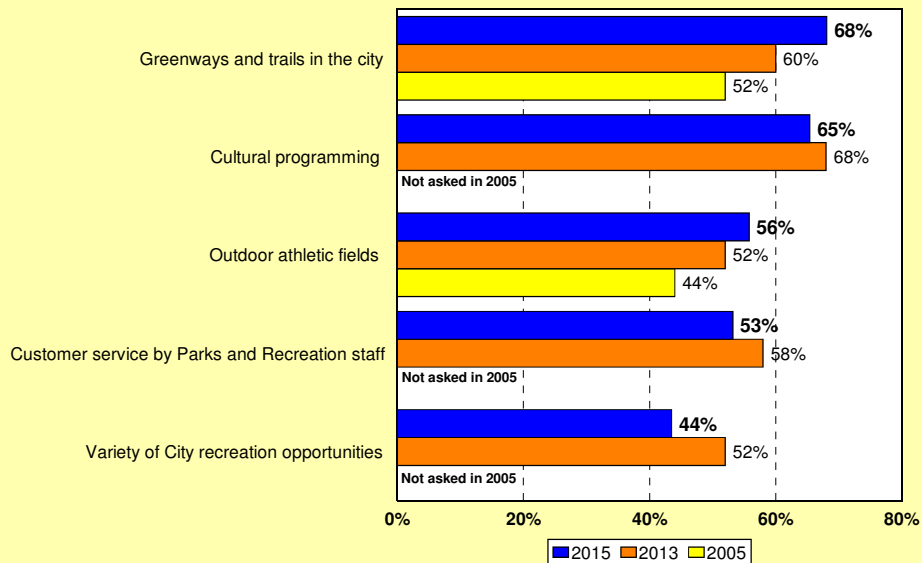
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

## Trends: Satisfaction with Various Aspects of Parks, Recreation and Open Spaces - 2015 vs. 2013 vs. 2005

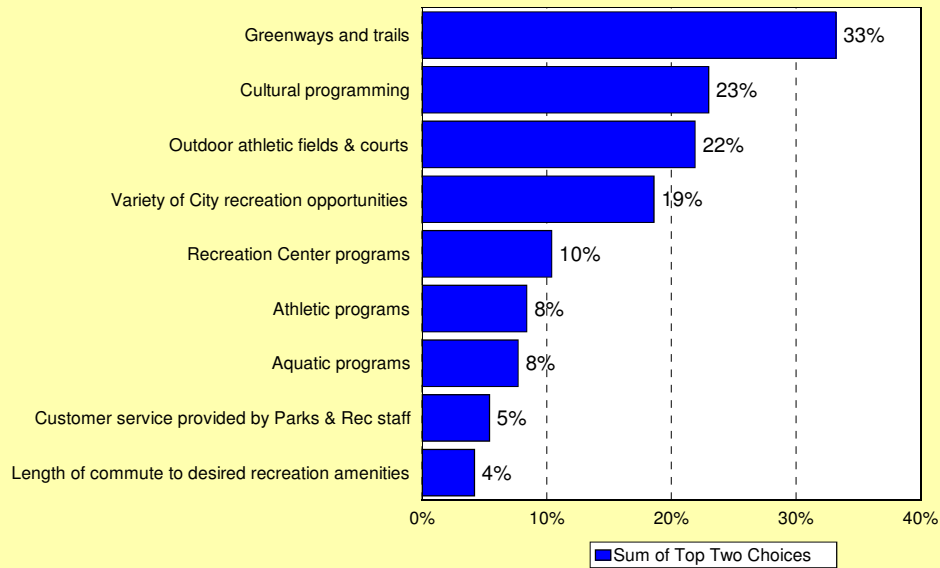
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2015)

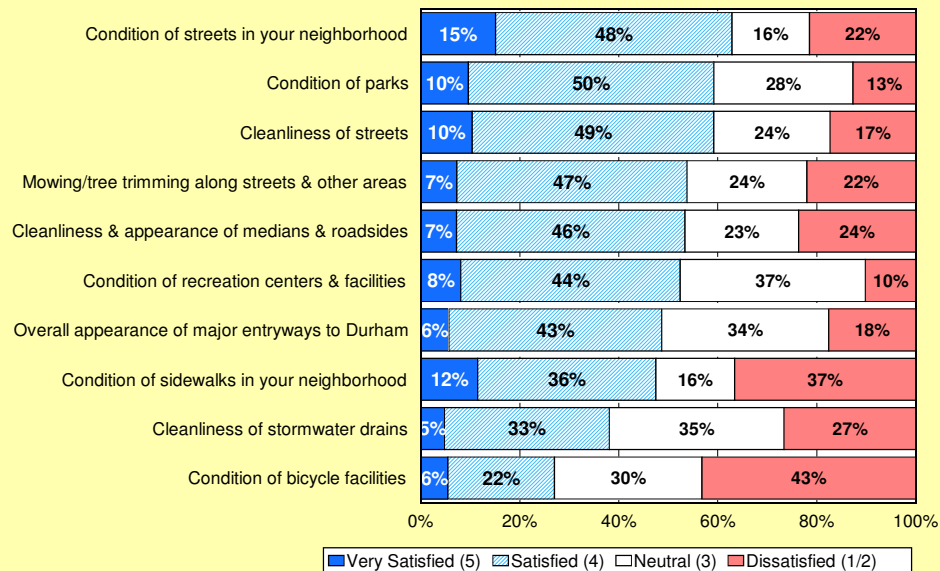
## Parks, Recreation and Open Space Items that Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



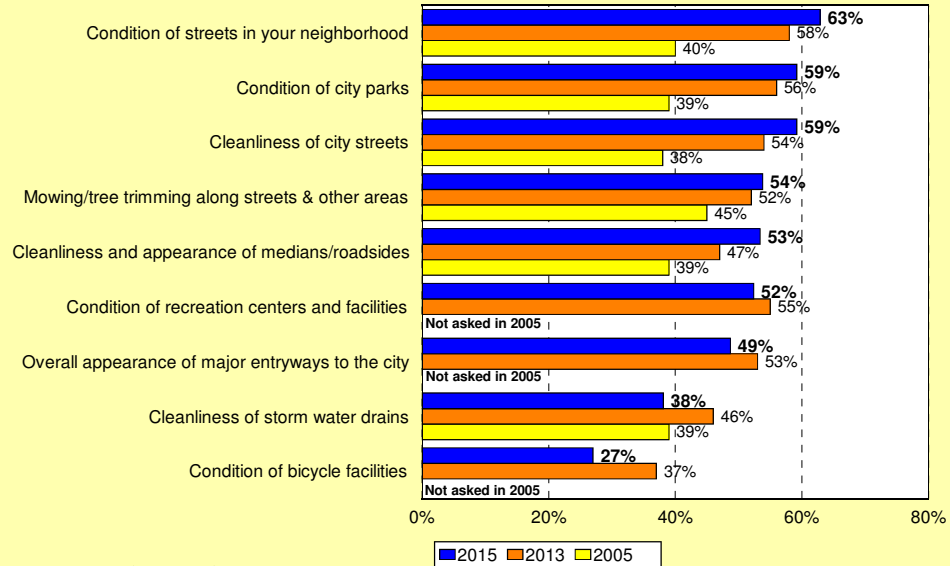
## Satisfaction with Various Aspects of Maintenance

by percentage of respondents (excluding don't knows)



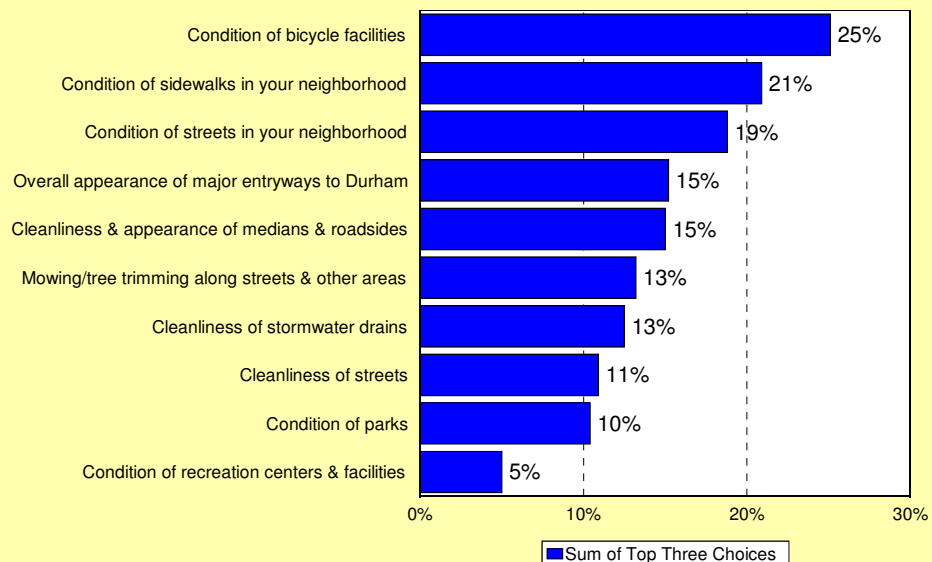
## Trends: Satisfaction with Various Aspects of Maintenance - 2015 vs. 2013 vs. 2005

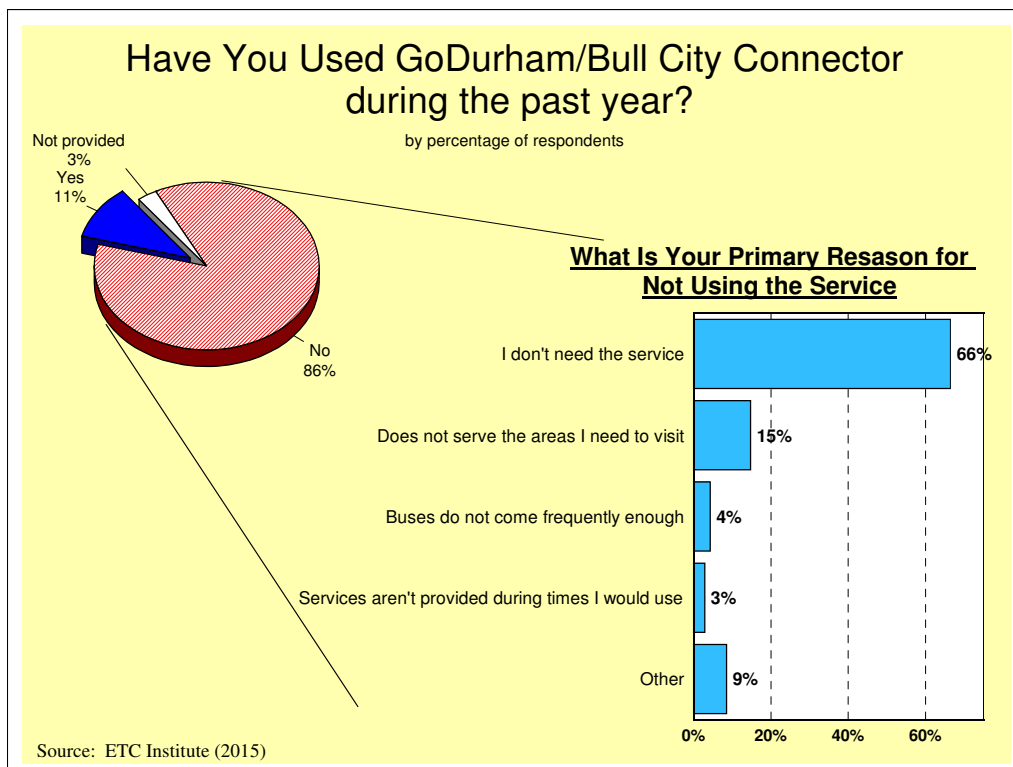
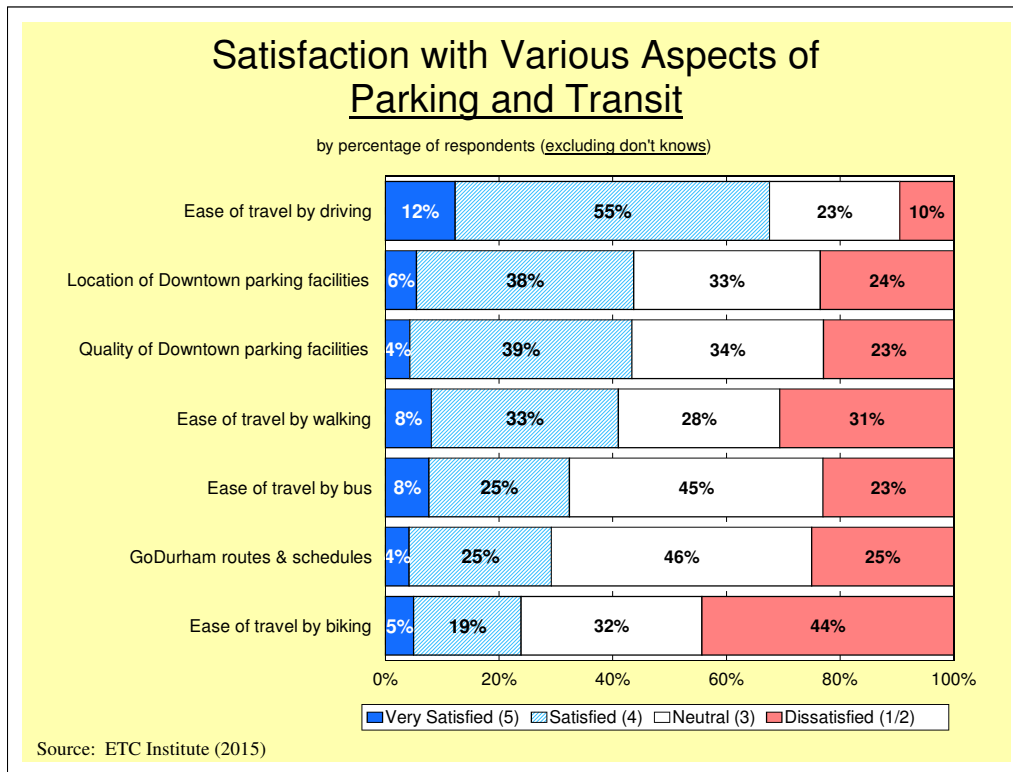
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)

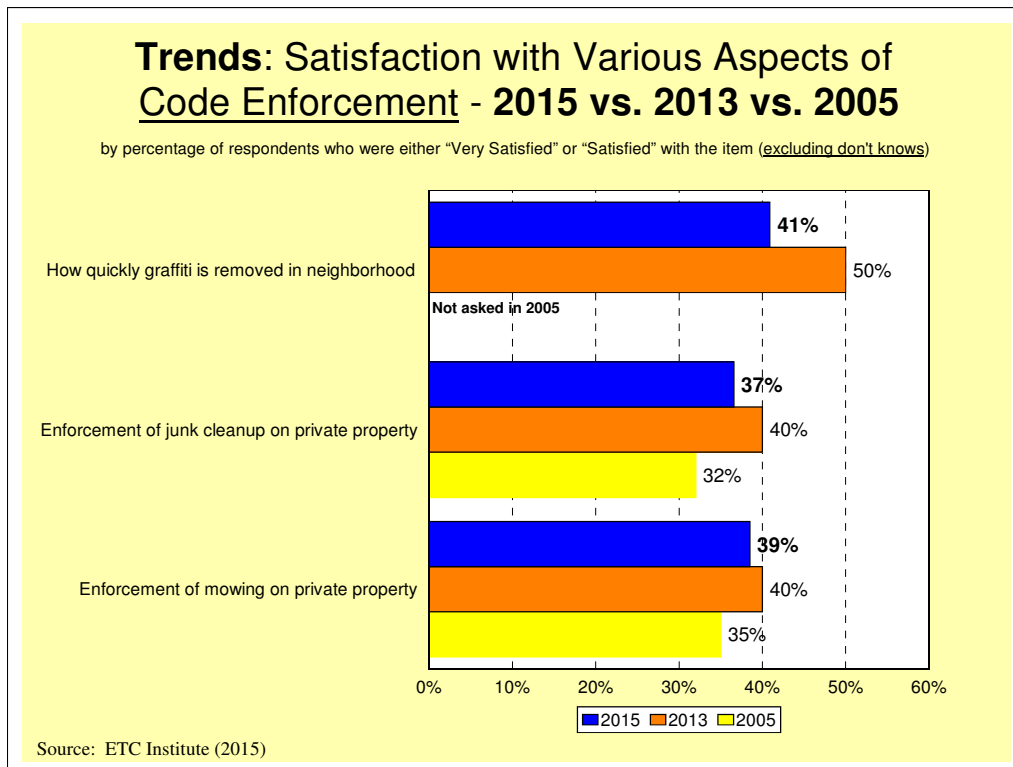
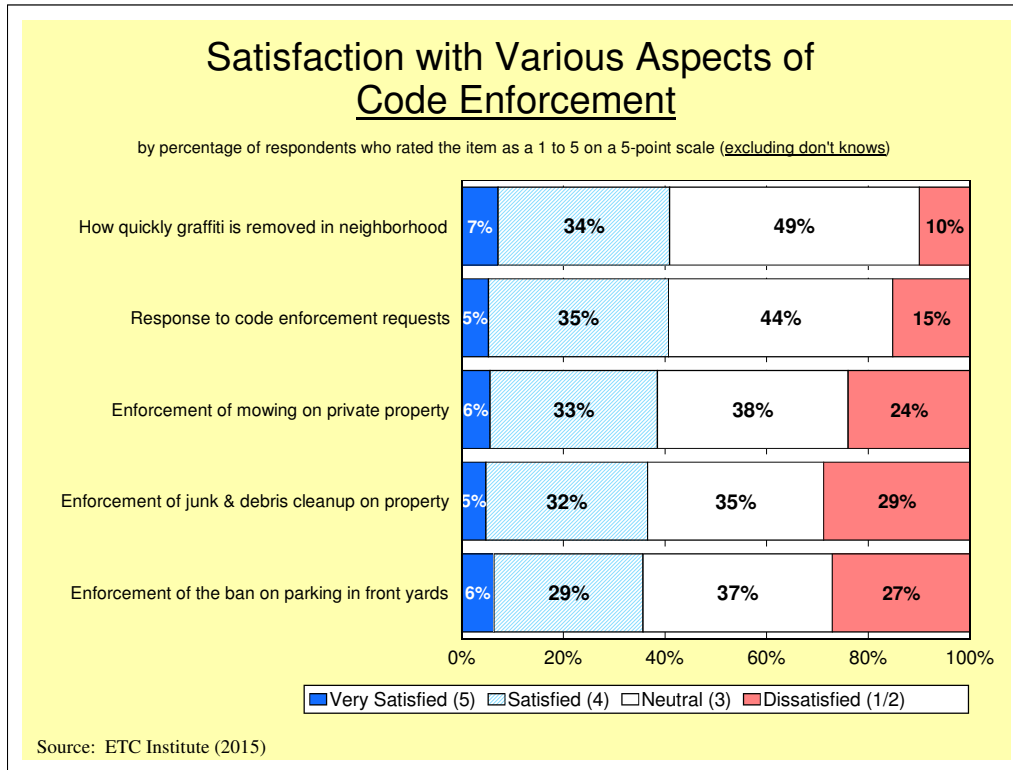


## Maintenance Services that Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

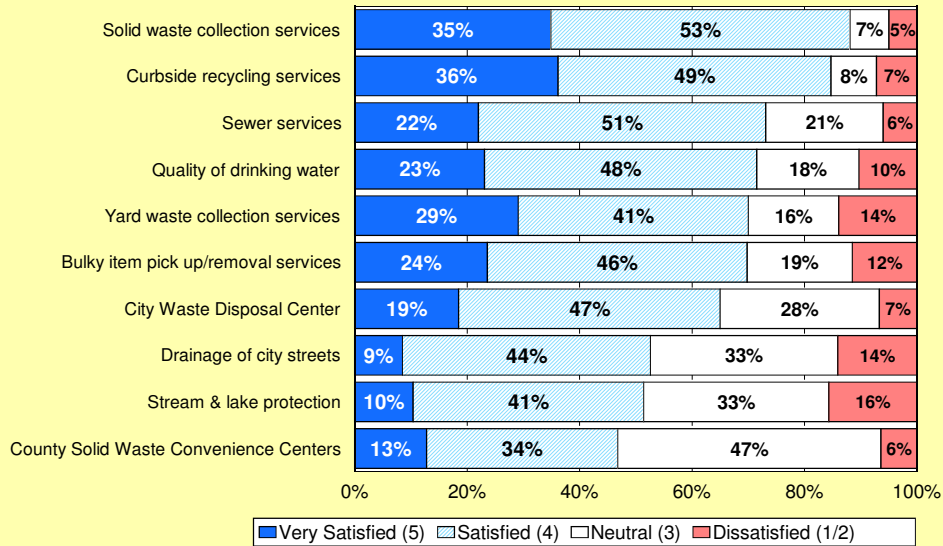






## Satisfaction with Various Aspects of Solid Waste and Utility Services

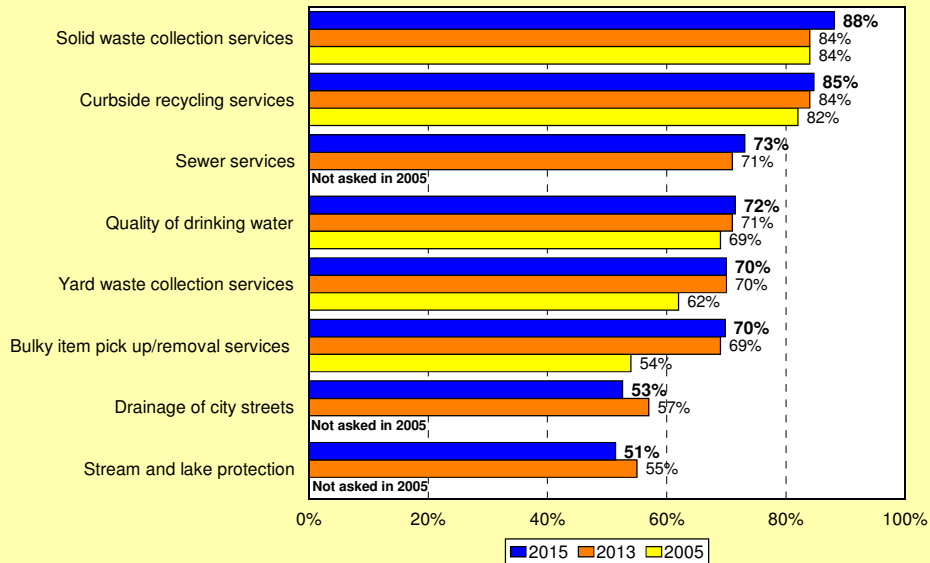
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

## Trends: Satisfaction with Various Aspects of Solid Waste and Utility Services - 2015 vs. 2013 vs. 2005

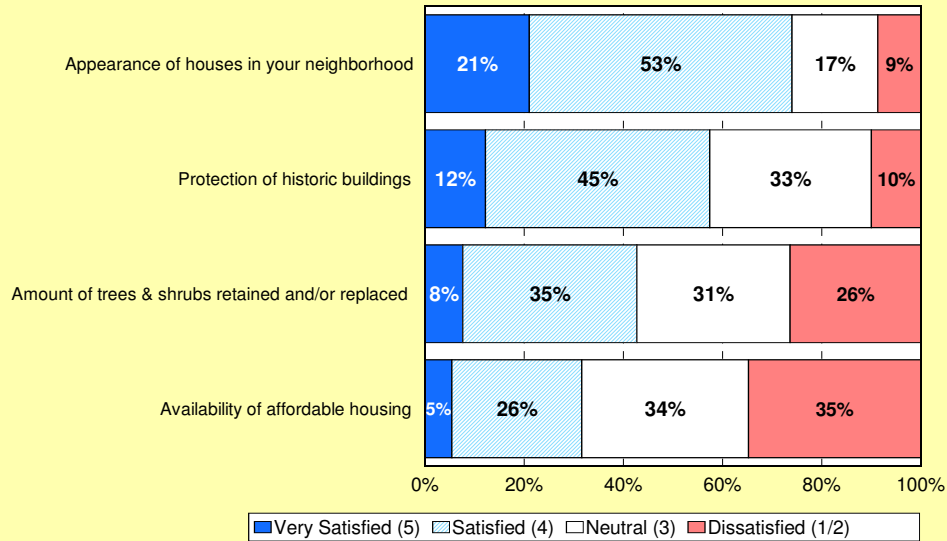
by percentage of respondents who were either "Very Satisfied" or "Satisfied" with the item (excluding don't knows)



Source: ETC Institute (2015)

## Satisfaction with Various Aspects of Development and Appearance

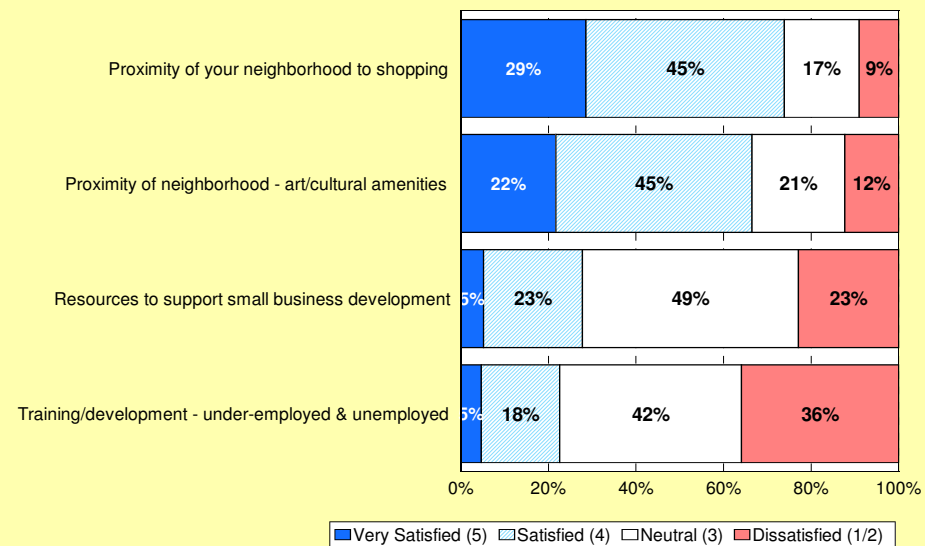
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

## Satisfaction with Various Aspects of Economic Development

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

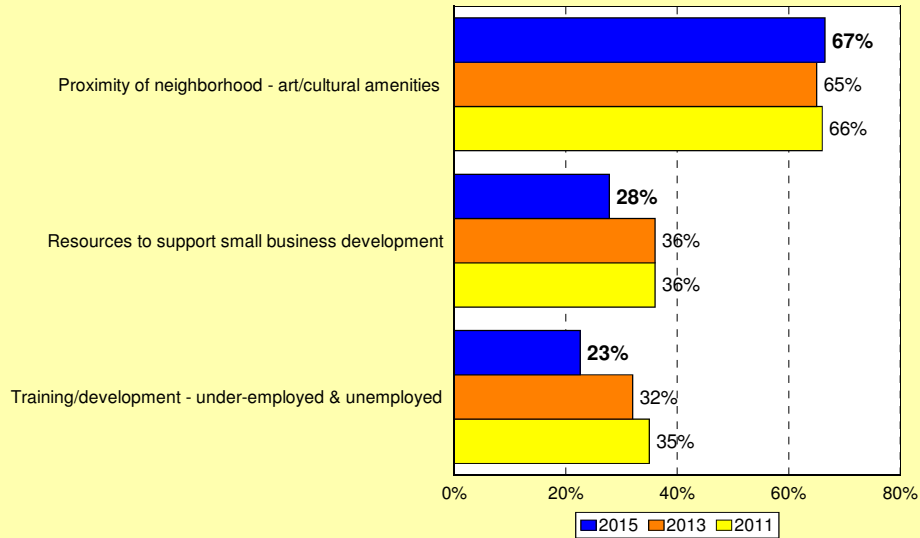


Source: ETC Institute (2015)



### **Trends: Satisfaction with Various Aspects of Economic Development- 2015 vs. 2013 vs. 2011**

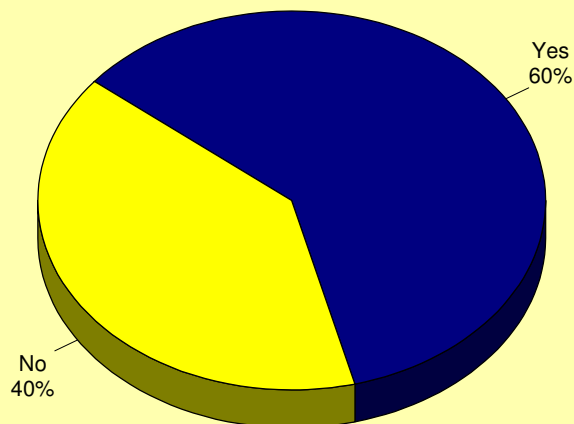
by percentage of respondents who were "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2015)

During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?

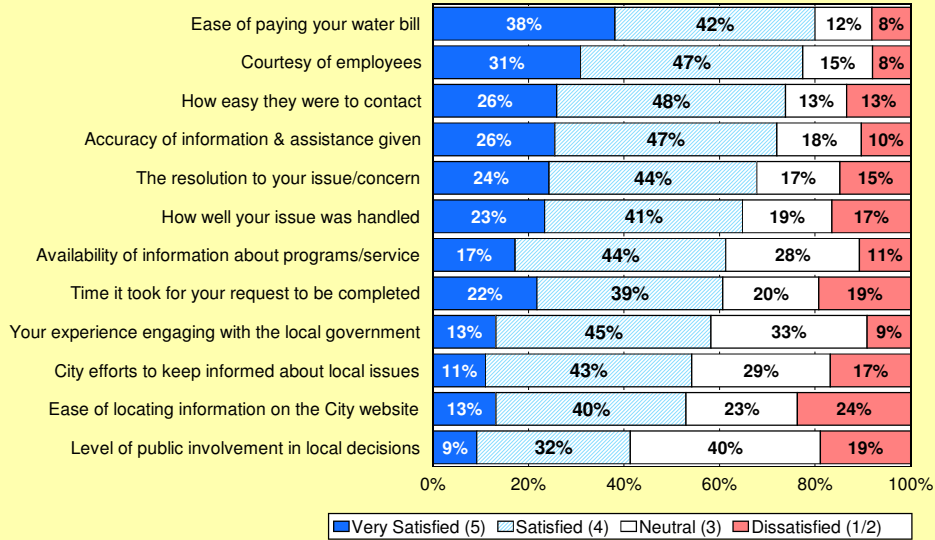
by percentage of respondents



Source: ETC Institute (2015)

## Satisfaction with the Quality of Customer Service Received from City Employees

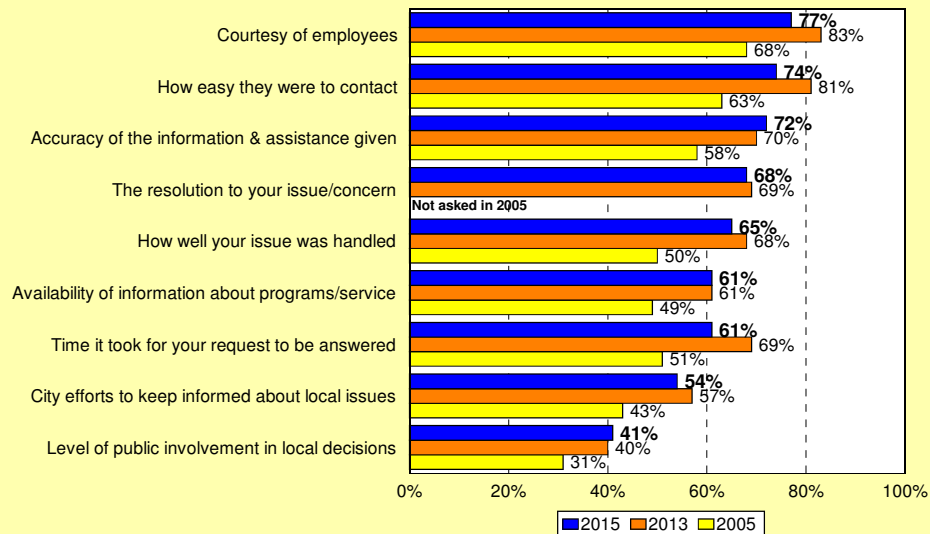
by percentage of respondents who have had contact and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

## Trends: Satisfaction with the Quality of Customer Service Received from City Employees - 2015 vs. 2013 vs. 2005

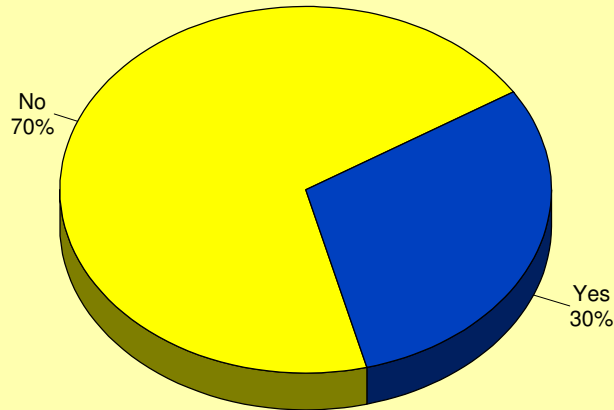
by percentage of respondents who were "Very Satisfied" or "Satisfied" (excluding don't knows)



Source: ETC Institute (2015)

During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?

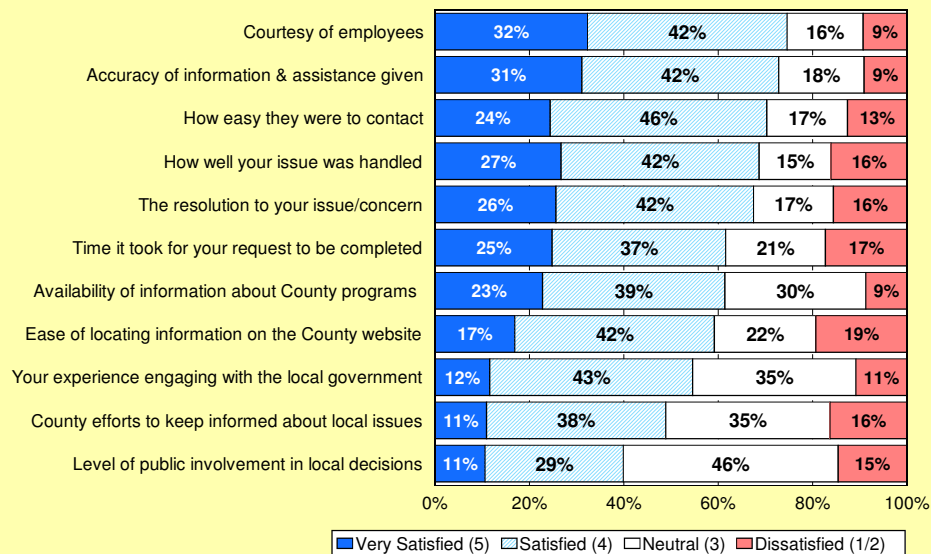
by percentage of respondents



Source: ETC Institute (2015)

## Satisfaction with the Quality of Customer Service Received from County Employees

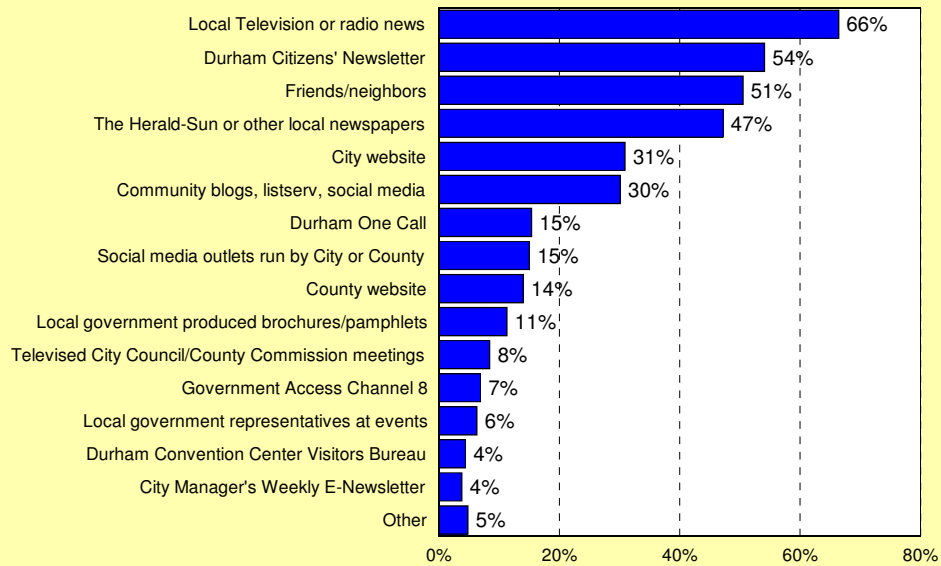
by percentage of respondents who have had contact and rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

## How do you hear or receive information about community issues, services, and events?

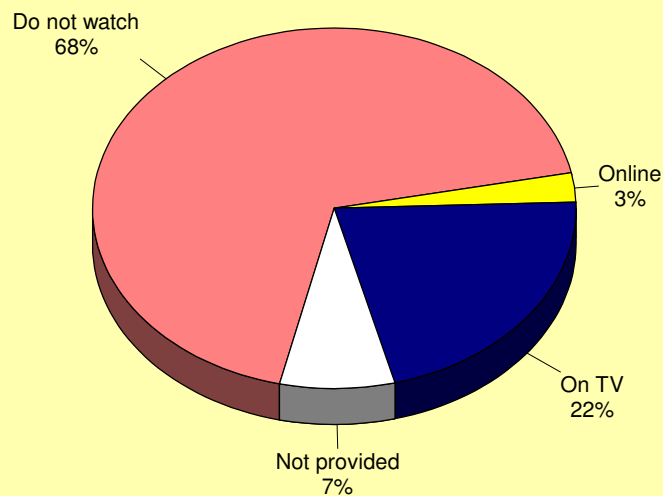
by percentage of respondents (multiple answers allowed)



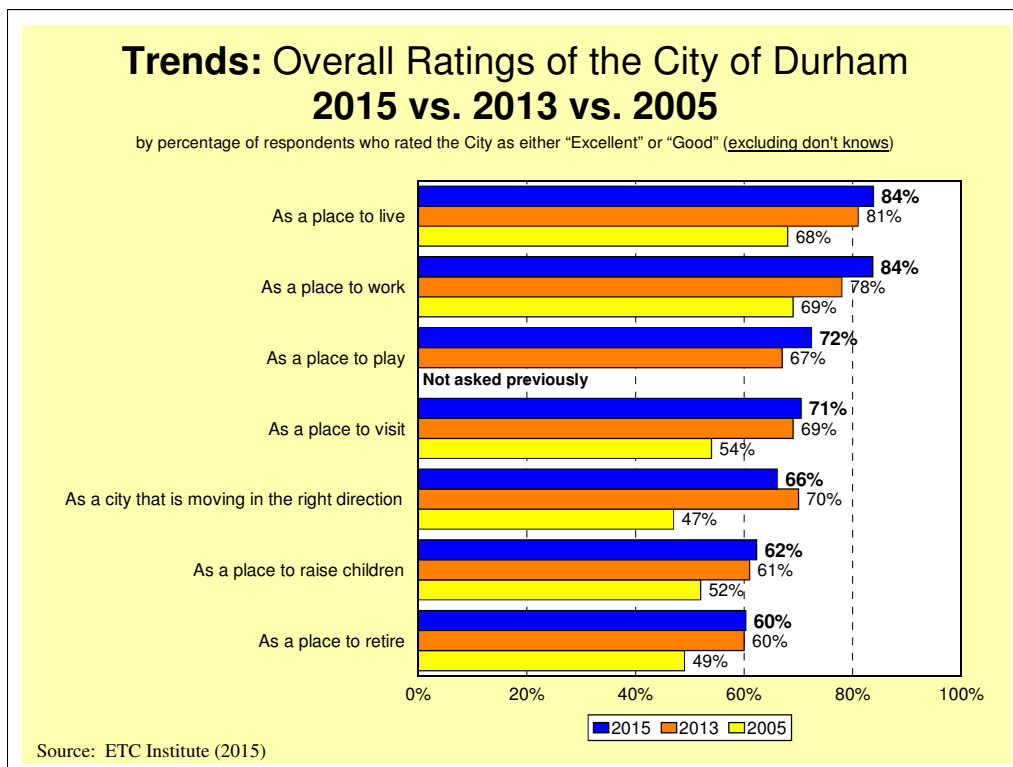
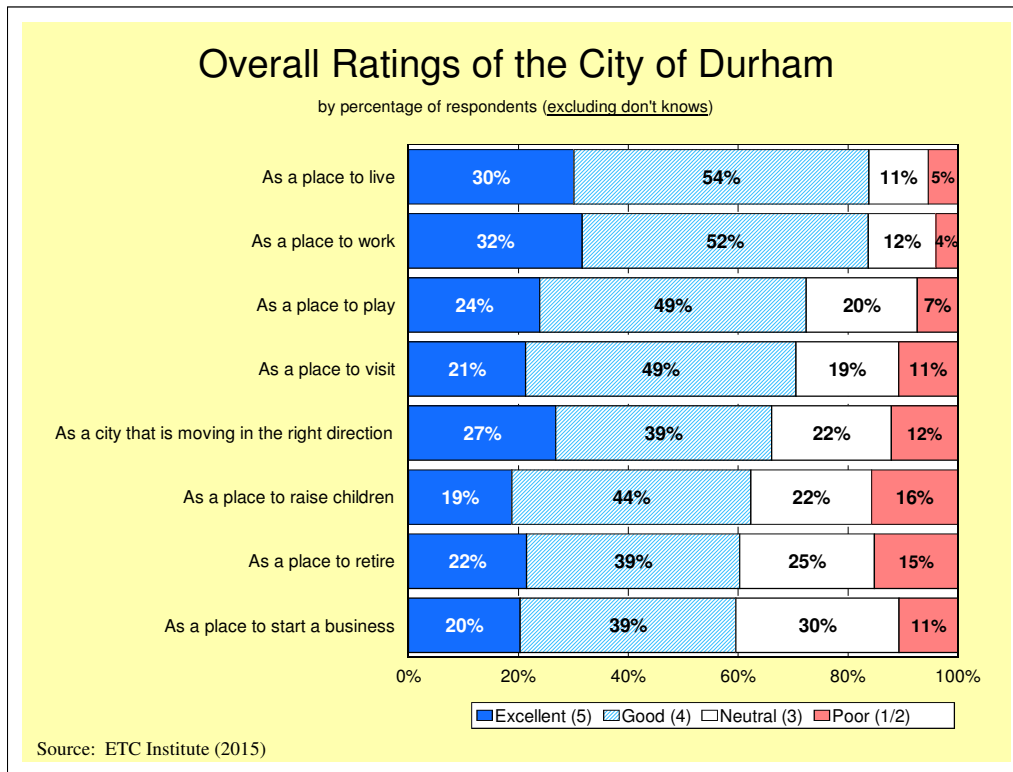
Source: ETC Institute (2015)

## Which methods do you use to watch DTN?

by percentage of respondents

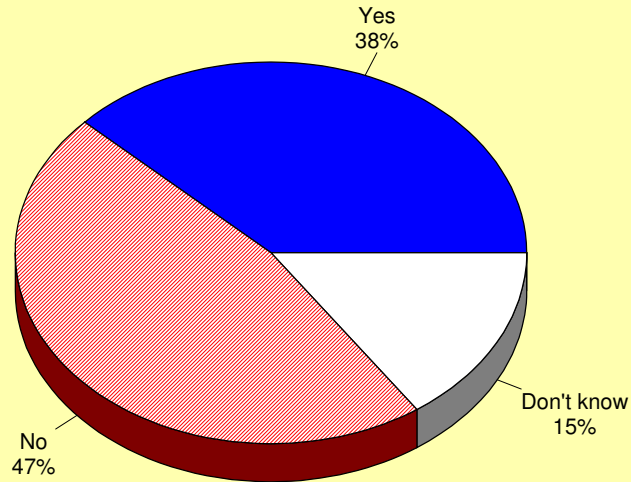


Source: ETC Institute (2015)



## Would you be willing to pay higher taxes to support enhancements to City and/or County services?

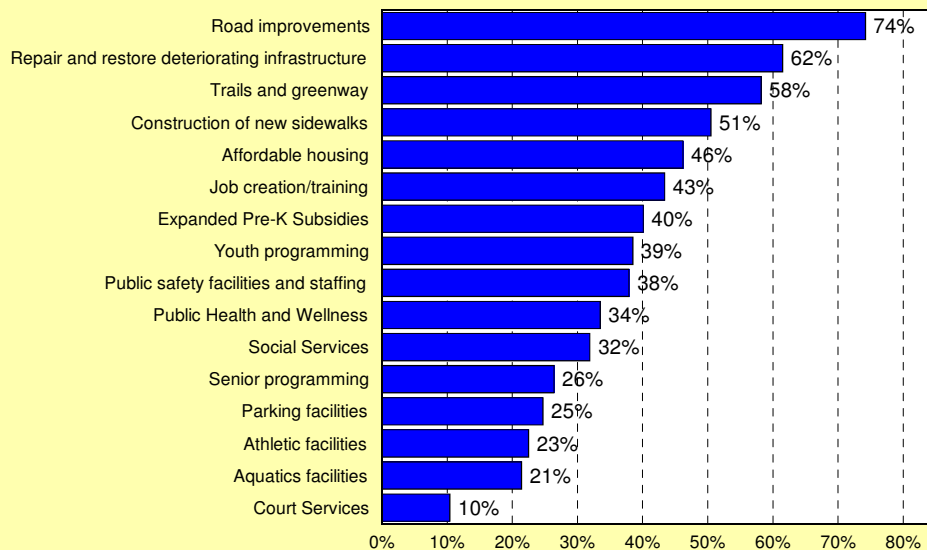
by percentage of respondents



Source: ETC Institute (2015)

## Services That Residents Would Be Willing to Pay Higher Taxes to Support Enhancements

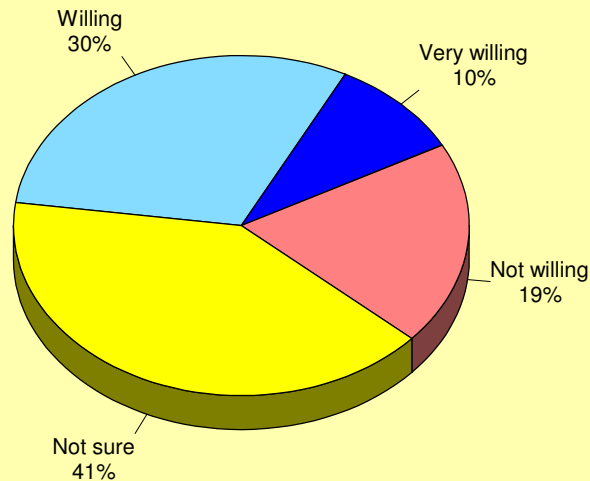
by percentage of respondents who are willing to pay higher taxes to support enhancements to City and/or County services  
(multiple selections allowed)



Source: ETC Institute (2015)

How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from?

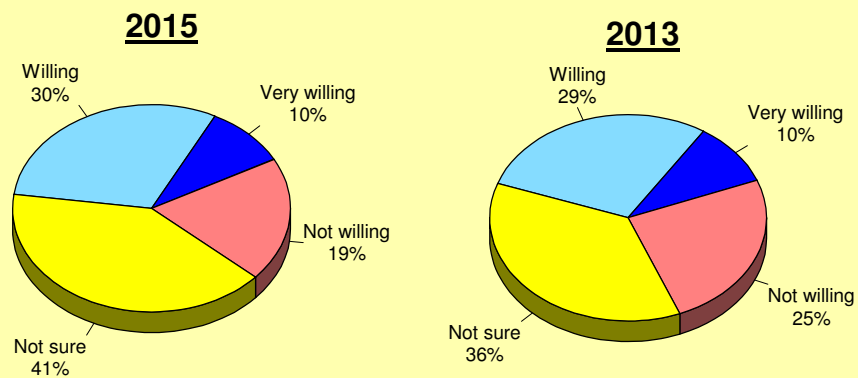
by percentage of respondents



Source: ETC Institute (2015)

**Trends:** How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from? - **2015 vs. 2013**

by percentage of respondents

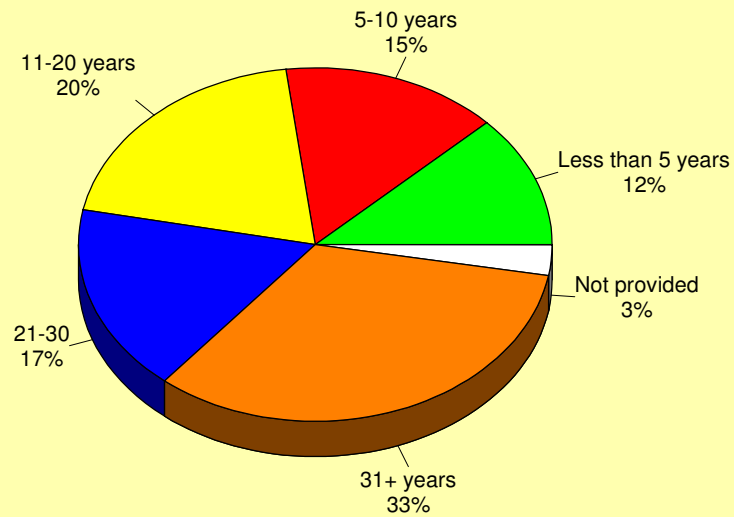


Source: ETC Institute (2015)



### Demographics: Number of Years Respondents Have Lived in Durham

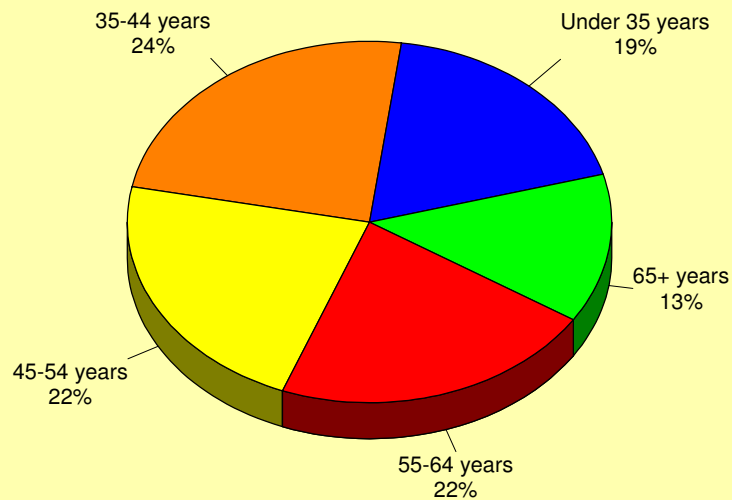
by percentage of respondents



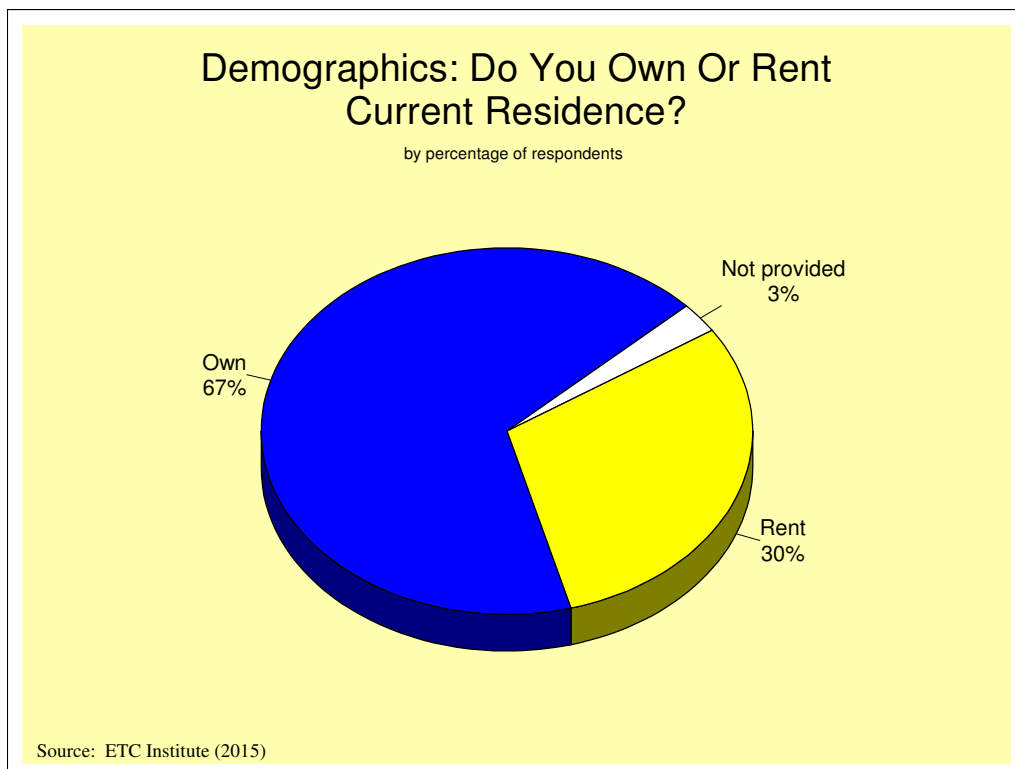
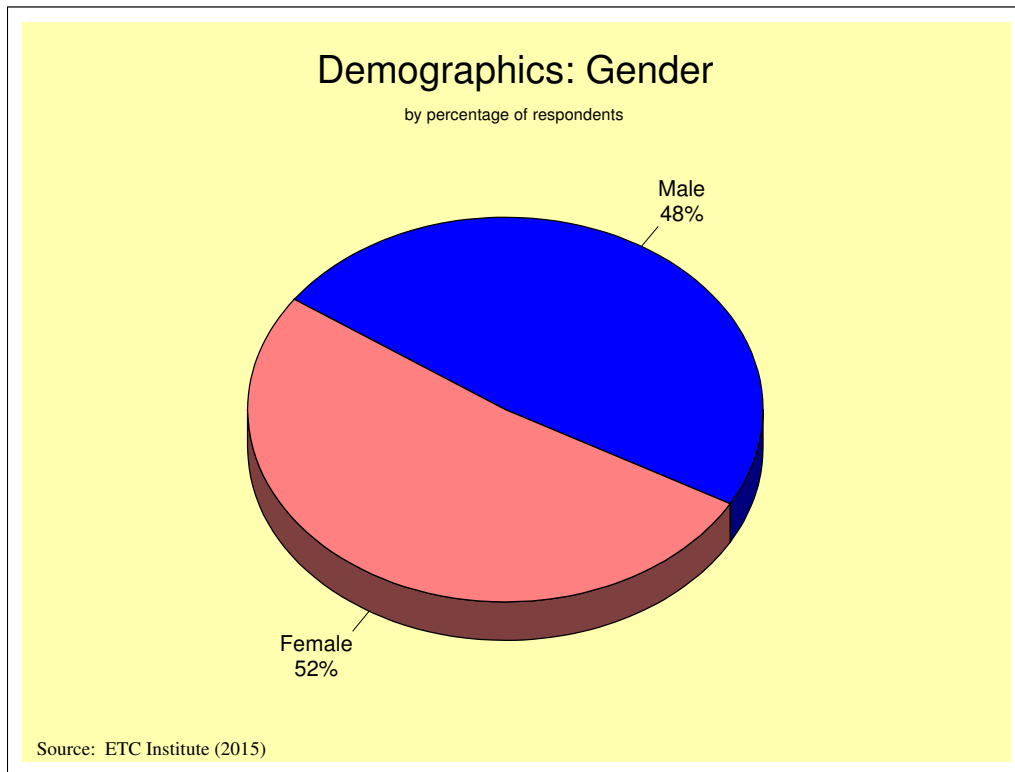
Source: ETC Institute (2015)

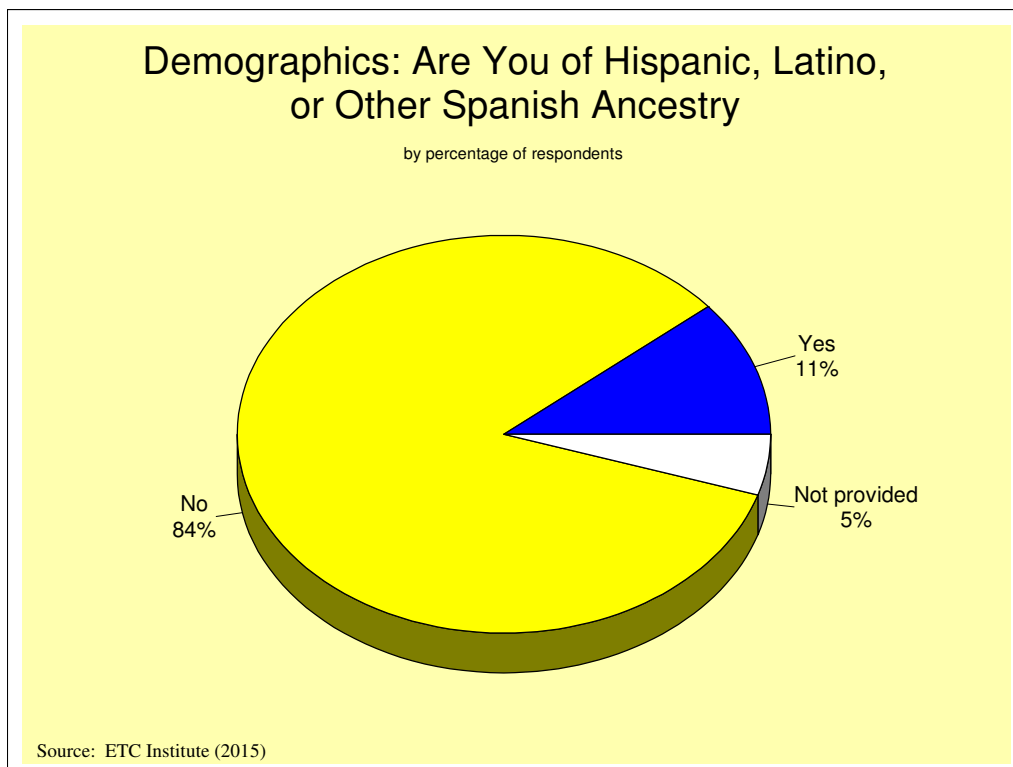
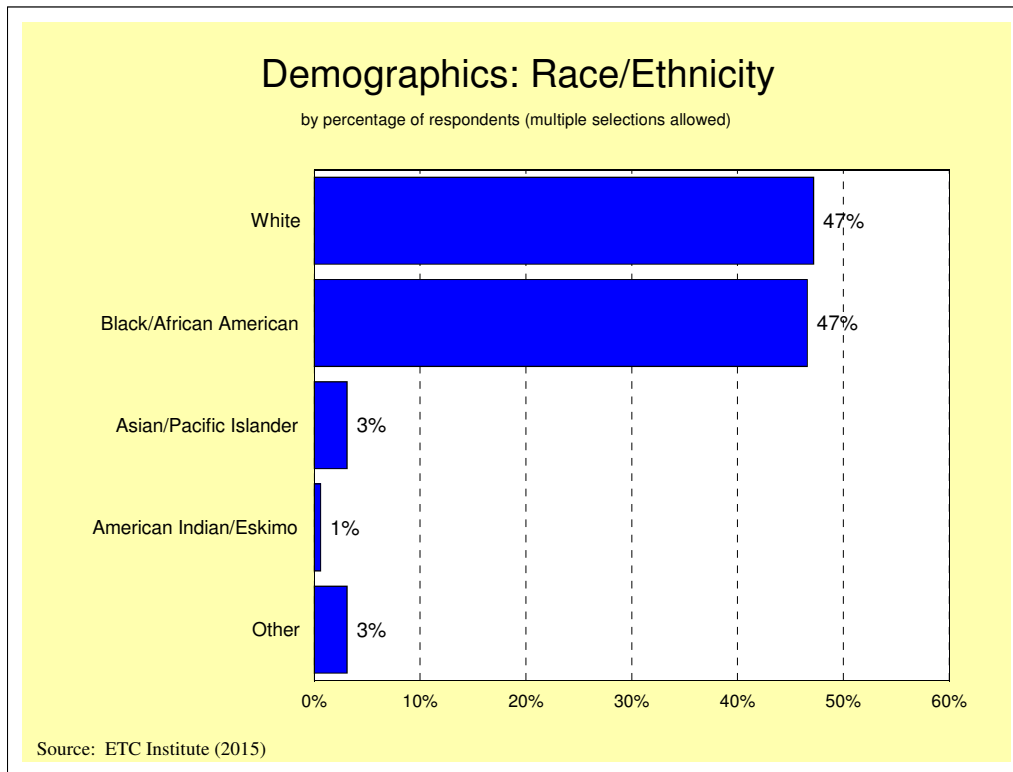
### Demographics: Age of Respondents

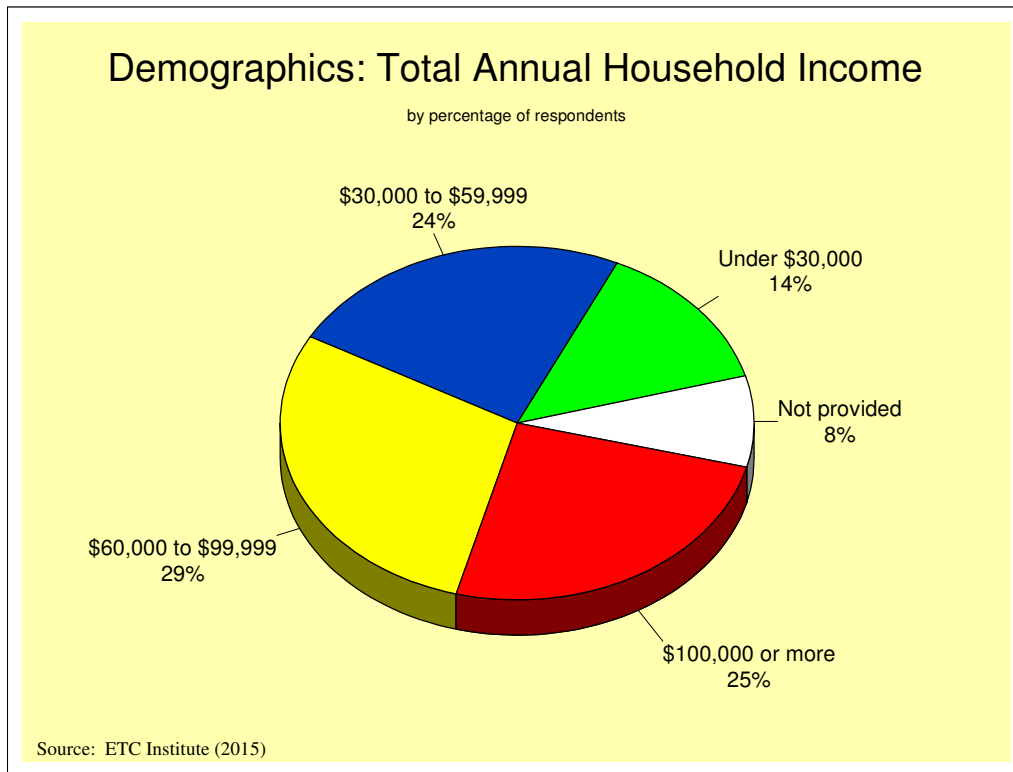
by percentage of respondents



Source: ETC Institute (2015)







## Section 2:

# Importance-Satisfaction Analysis

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## Importance-Satisfaction Analysis

### The City of Durham, North Carolina

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#### Overview

Today, community officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

#### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable.  $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$ .

**Example of the Calculation.** Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Thirty-six percent (36%) ranked the "overall maintenance of City streets" as one of the most important services to emphasize over the next two years.

With regard to satisfaction, “overall maintenance of City streets” was ranked 18th overall with 33% rating as a “4” or a “5” on a 5-point scale excluding “don't know” responses. The I-S rating for the “overall maintenance of City streets” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 36% was multiplied by 67% (1-0.33). This calculation yielded an I-S rating of 0.2412, which was ranked first out of 19 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The results for the City of Durham are provided on the following page.

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## Importance-Satisfaction Rating

### City of Durham, North Carolina

### Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Overall maintenance of streets in the City	36%	2	33%	18	0.2412	<b>1</b>
<b><u>High Priority (IS .10 - .20)</u></b>						
Overall flow of traffic in Durham	30%	3	34%	17	0.1980	<b>2</b>
Overall quality of police protection	42%	1	64%	8	0.1512	<b>3</b>
Overall quality of the public transit system	15%	4	33%	19	0.1005	<b>4</b>
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Services of Durham County Dept of Social Services	12%	6	37%	16	0.0756	<b>5</b>
Overall quality of Tax Administration services	9%	9	42%	15	0.0522	<b>6</b>
Overall quality of parks & recreation programs	13%	6	65%	7	0.0455	<b>7</b>
Overall quality of sheriff protection	11%	7	61%	10	0.0429	<b>8</b>
Effectiveness of communication with the public	8%	10	49%	12	0.0408	<b>9</b>
Overall enforcement of codes & ordinances	7%	11	43%	14	0.0399	<b>10</b>
Overall quality of Public Health services	6%	14	44%	13	0.0336	<b>11</b>
Customer service received from City employees	7%	12	61%	9	0.0273	<b>12</b>
Overall quality of water & sewer utilities	8%	10	70%	6	0.0240	<b>13</b>
Customer service received from County employees	3%	17	59%	11	0.0123	<b>14</b>
Quality of fire protection & rescue services	6%	13	82%	1	0.0108	<b>15</b>
Overall quality of EMS services	3%	15	81%	2	0.0057	<b>16</b>
Overall quality of library services & programs	3%	16	81%	3	0.0057	<b>17</b>
Response time for fire services	2%	18	76%	5	0.0048	<b>18</b>
Response time for EMS services	2%	19	79%	4	0.0042	<b>19</b>

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

#### Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### City of Durham, North Carolina

### Parks and Recreation Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Greenways and trails	33%	1	68%	1	0.1056	1
<b>Medium Priority (IS &lt;.10)</b>						
Outdoor athletic fields & courts	22%	3	56%	4	0.0972	2
Variety of City recreation opportunities	19%	4	54%	5	0.0884	3
Cultural programming	23%	2	65%	2	0.0796	4
Recreation Center programs	10%	5	42%	7	0.0584	5
Aquatic programs	8%	7	35%	9	0.0520	6
Athletic programs	8%	6	41%	8	0.0474	7
Customer service provided by Parks & Rec staff	5%	8	53%	6	0.0234	8
Length of commute to desired recreation amenities	4%	9	59%	3	0.0165	9

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Importance-Satisfaction Rating

### City of Durham, North Carolina

### Maintenance Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS .10 - .20)</b>						
Condition of bicycle facilities	25%	1	27%	10	0.1825	<b>1</b>
Condition of sidewalks in your neighborhood	21%	2	48%	8	0.1092	<b>2</b>
<b>Medium Priority (IS &lt;.10)</b>						
Cleanliness of stormwater drains	13%	7	38%	9	0.0806	<b>3</b>
Overall appearance of major entryways to Durham	15%	4	49%	7	0.0765	<b>4</b>
Cleanliness & appearance of medians & roadsides	15%	5	53%	5	0.0705	<b>5</b>
Condition of streets in your neighborhood	19%	3	63%	1	0.0703	<b>6</b>
Mowing/tree trimming along streets & other areas	13%	6	54%	4	0.0598	<b>7</b>
Cleanliness of streets	11%	8	59%	3	0.0451	<b>8</b>
Condition of parks	10%	9	59%	2	0.0410	<b>9</b>
Condition of recreation centers & facilities	5%	10	52%	6	0.0240	<b>10</b>

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

## Section 3:

# Benchmarking Analysis

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## *DirectionFinder* Survey

### Year 2015 Benchmarking Summary Report

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#### Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 210 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during July 2015 to a random sample of more than 2,000 residents in the continental United States living in cities with a population of more than 250,000 residents and (2) survey results from 30 large communities (population of more than 250,000 residents) where the *DirectionFinder*® survey was administered between January 2011 and July 2015. The national survey results were used as the basis for the average performance ratings that are shown in this report. The results from individual communities were used as the basis for developing the range of performance. The communities included in the performance comparisons that are shown in this report are listed below:

- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, Texas
- Providence, RI
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ

There are two sets of charts in this report:

- The **first set** shows how the results for the City of Durham compare to the national average for large U.S. cities. The blue bar shows the results for the City of Durham. The green bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in cities with a population of more than 250,000 residents during July of 2015.
- The **second set** shows how the results for the City of Durham compare to the range of performance for other large U.S. communities. A total of 30 large U.S. communities were included in this analysis (these cities are listed on the previous page). The horizontal blue bar shows the range of performance for each of the areas that were surveyed. The percentage on the left shows the results for the worst performing community. The percentage on the right shows the results for the best performing community. The yellow dot shows the results for the City of Durham. The green vertical bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 2,000 U.S. residents living in communities with a population of more than 250,000 residents during July of 2015.

## National Benchmarks

**Note:** The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Durham is not authorized without written consent from ETC Institute.

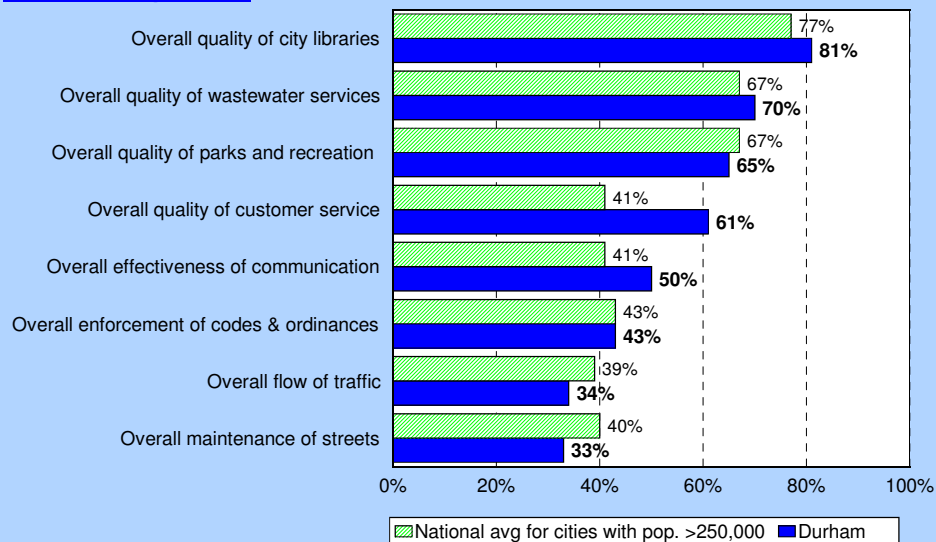
The national averages shown in these charts are based on the results of a national survey that was administered by ETC Institute to a random sample of more than 2000 U.S. residents living in communities with a population of more than 250,000 residents during July of 2015.

### Satisfaction with Major Categories of City Services

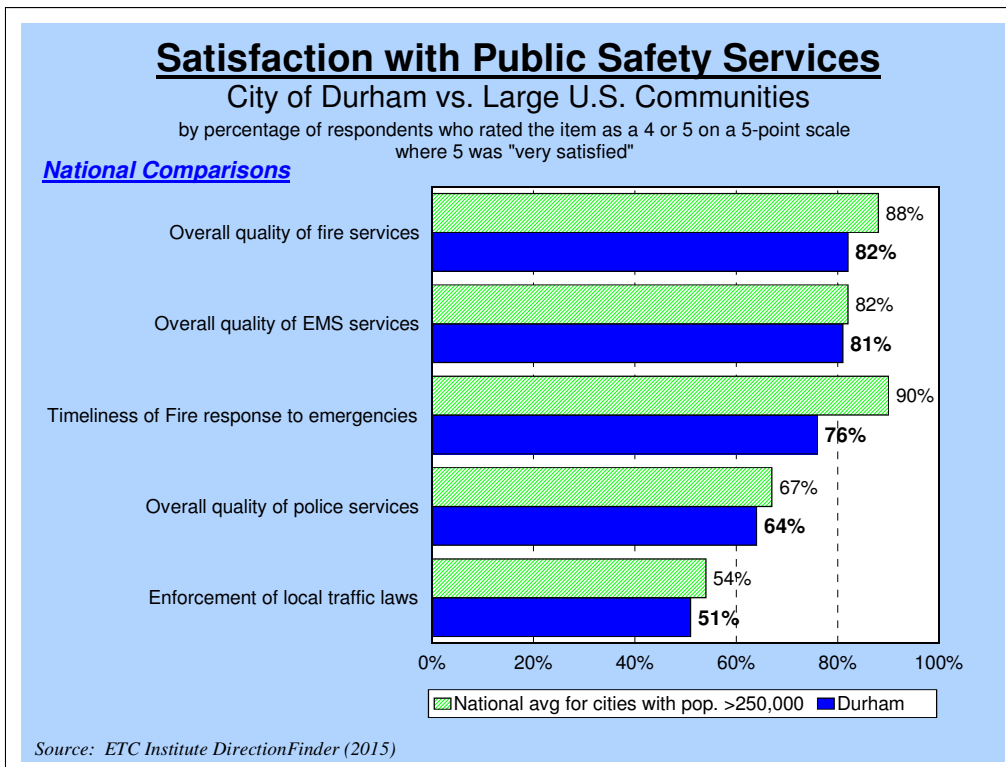
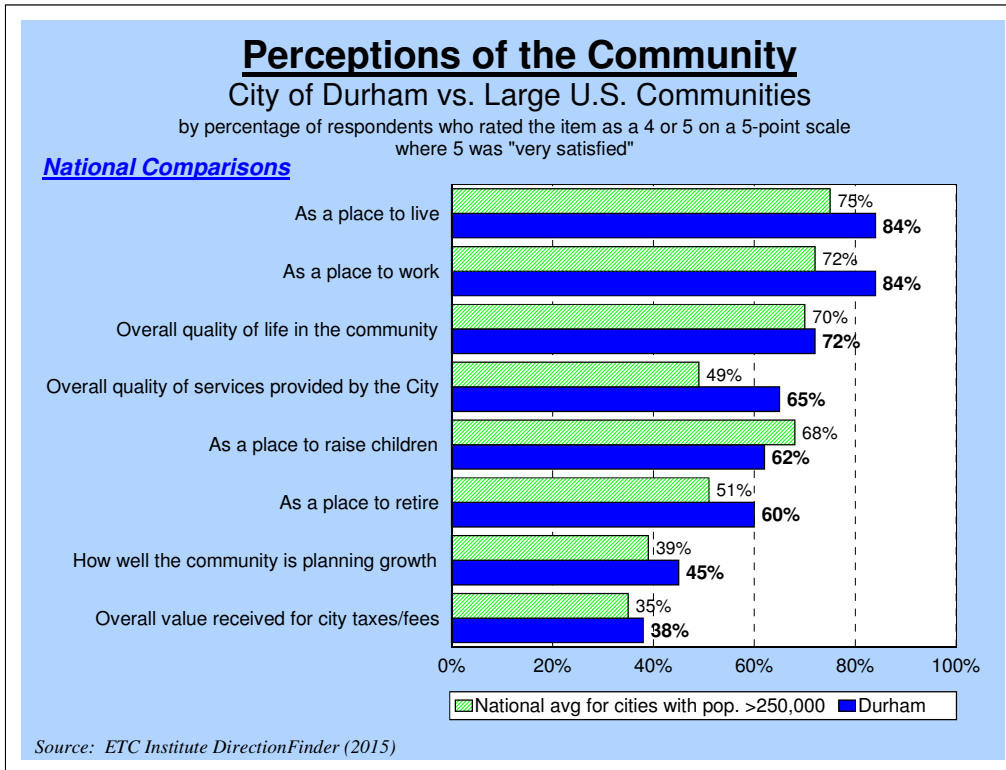
#### City of Durham vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale where 5 was "very satisfied"

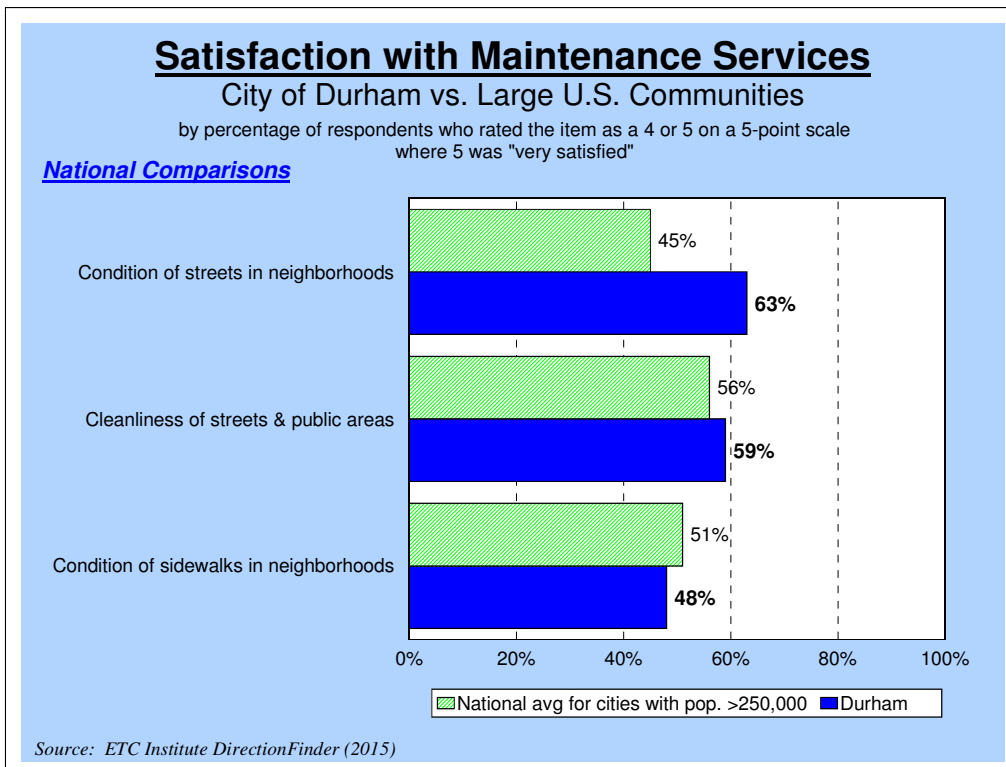
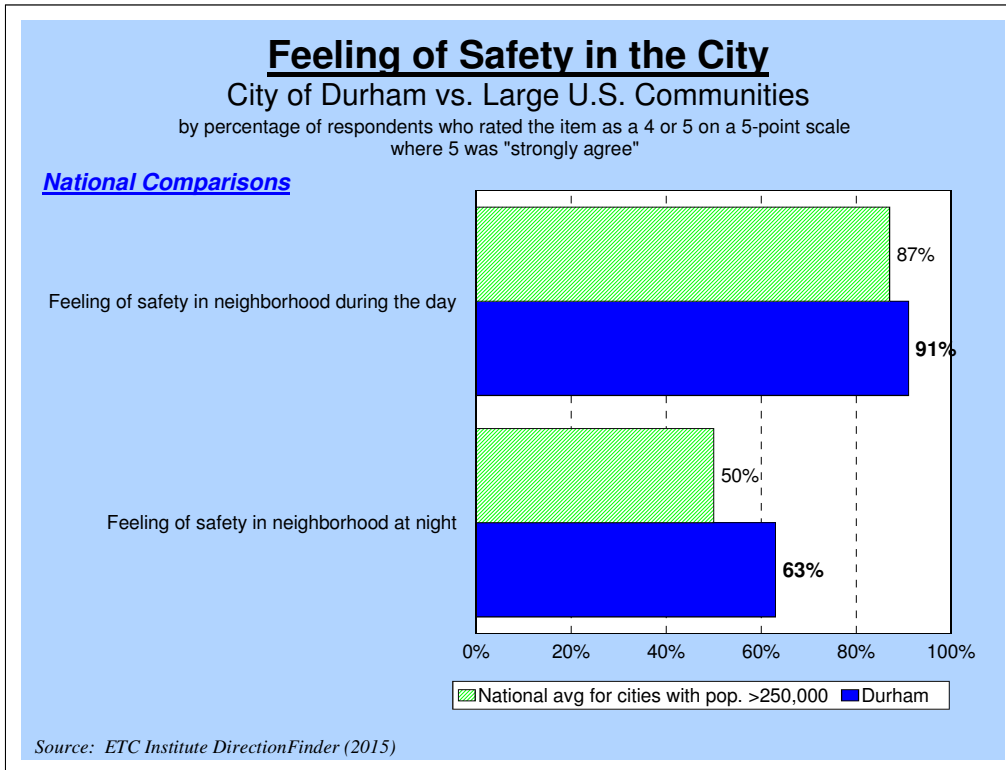
#### National Comparisons



Source: ETC Institute DirectionFinder (2015)





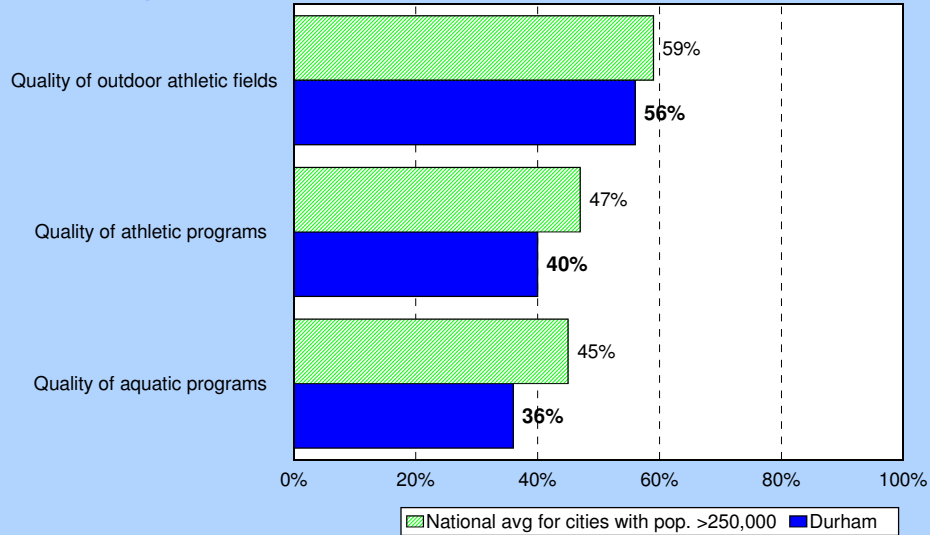


## Satisfaction with Parks and Recreation Services

### City of Durham vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

#### National Comparisons



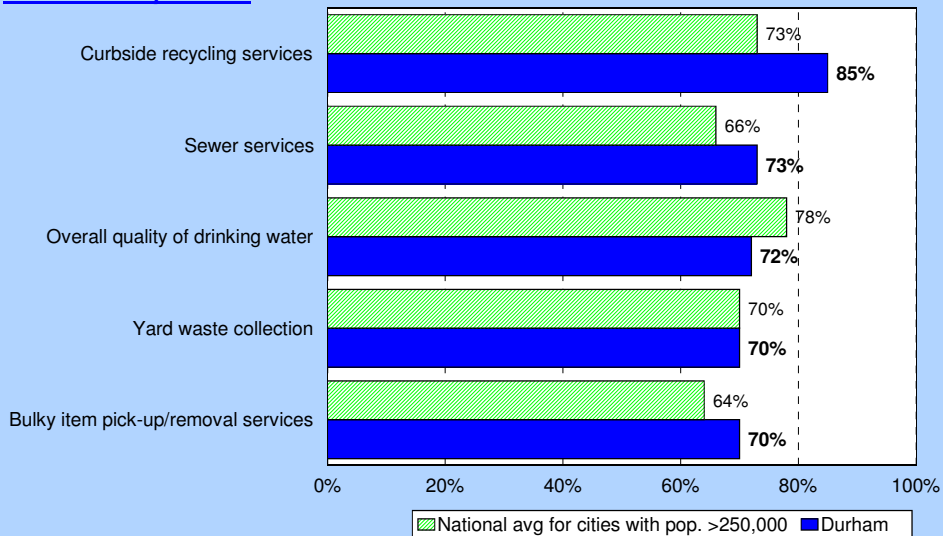
Source: ETC Institute DirectionFinder (2015)

## Satisfaction with Utility Services

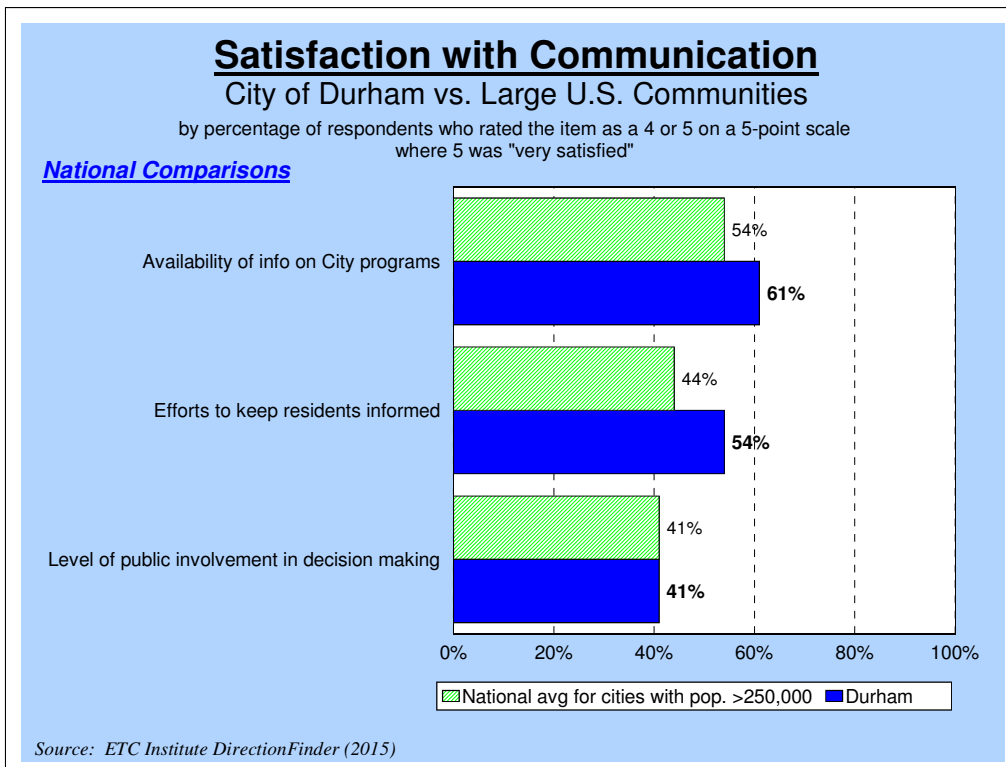
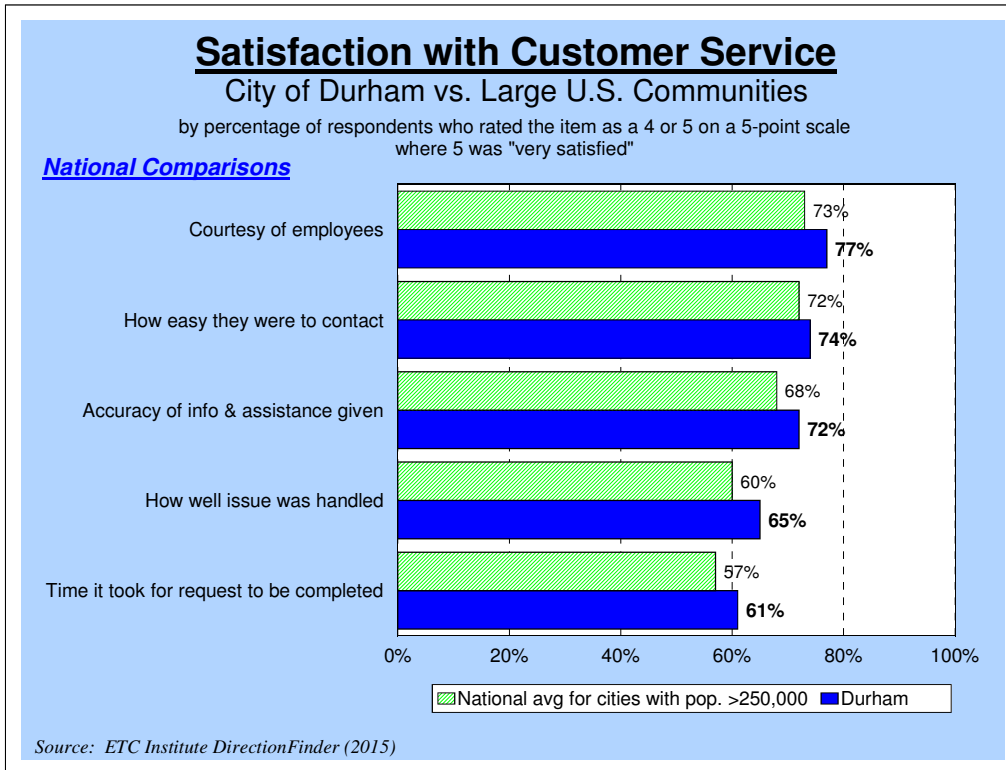
### City of Durham vs. Large U.S. Communities

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale  
where 5 was "very satisfied"

#### National Comparisons



Source: ETC Institute DirectionFinder (2015)



## Comparison to a Range of Performance

**Note:** The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Durham is not authorized without written consent from ETC Institute.

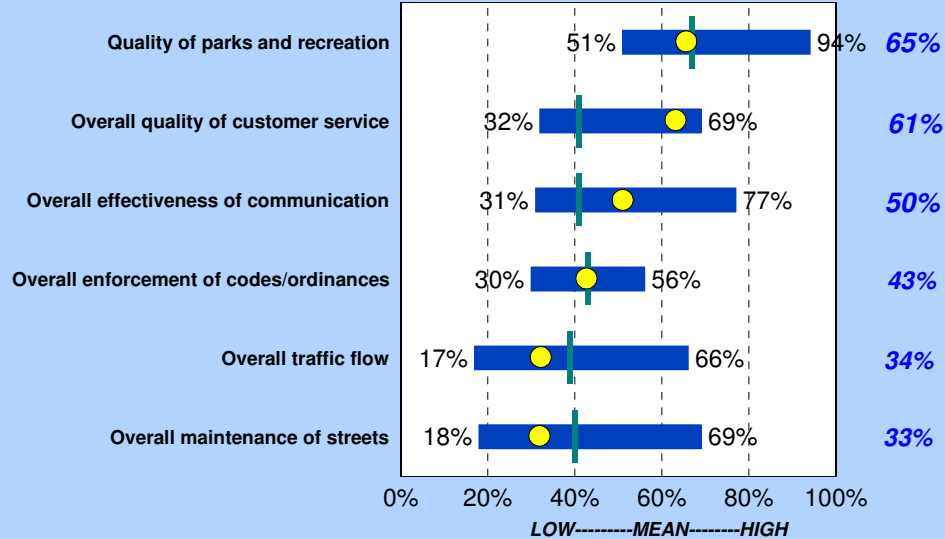
## Benchmarking Communities

- Arlington County, VA
- Arlington, TX
- Austin, TX
- Dallas, TX
- Denver, CO
- Des Moines, IA
- Durham, NC
- Fort Lauderdale, FL
- Fort Worth, TX
- Houston, TX
- Indianapolis, IN
- Johnson County, KS
- Kansas City, MO
- Las Vegas, NV
- Mecklenburg County, NC
- Miami-Dade County, FL
- Minneapolis, MN
- Oklahoma City, OK
- Plano, TX
- Providence, RI
- San Antonio, TX
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tempe, AZ
- Tulsa, OK
- Tucson, AZ
- Wichita, KS
- Yuma County, AZ

## Overall Satisfaction with Major Categories of City Services - **2015**

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

**Direction Finder Benchmarks - Communities w/population > 250,000 only** ● **Durham, NC**

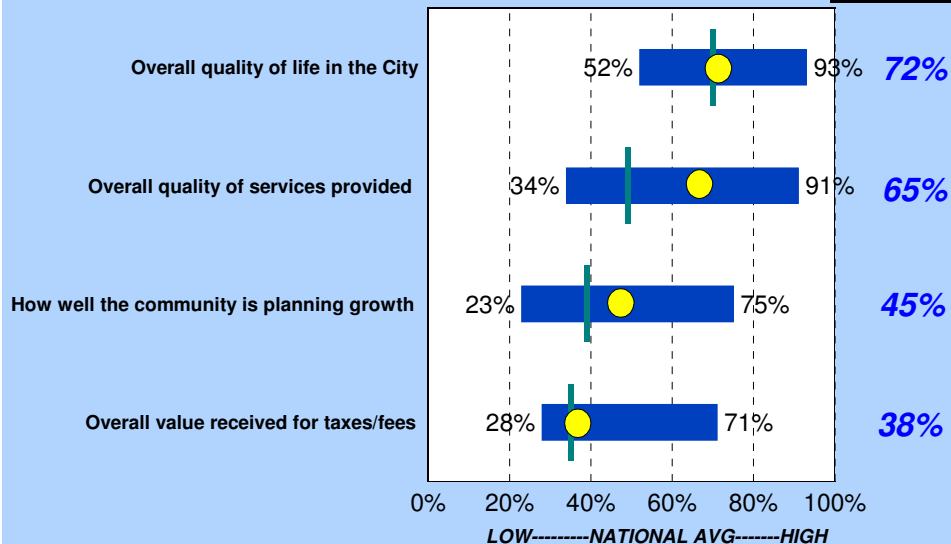


Source: ETC Institute DirectionFinder (2015)

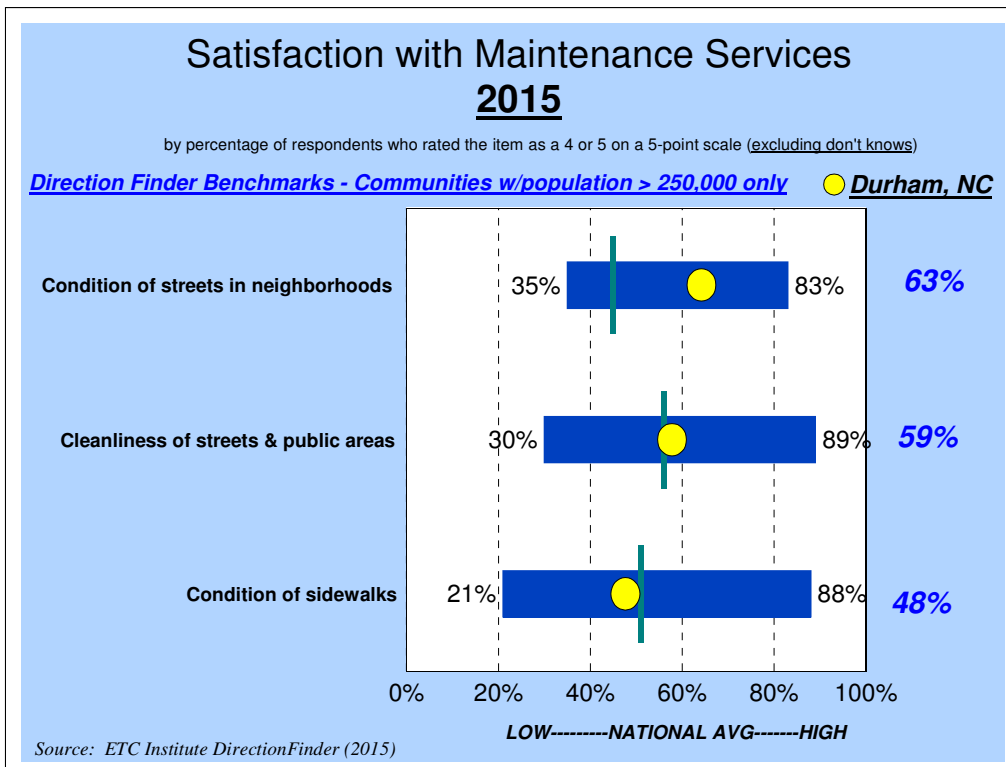
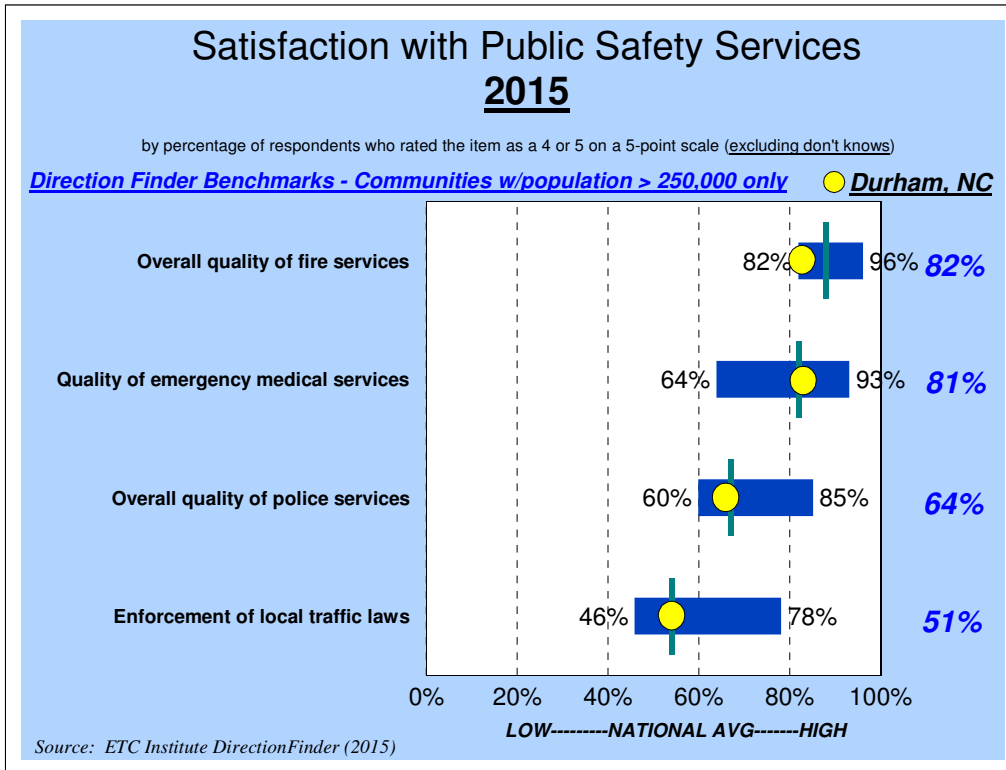
## Perceptions Residents Have of the Community in Which They Live - **2015**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

**Direction Finder Benchmarks - Communities w/population > 250,000 only** ● **Durham, NC**



Source: ETC Institute DirectionFinder (2015)



## Section 4:

# Tabular Data

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**Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1-1. Overall quality of police protection	12.8%	47.4%	23.7%	7.8%	2.5%	5.9%
Q1-2. Overall quality of sheriff protection	12.8%	36.3%	27.3%	3.1%	1.3%	19.3%
Q1-3. Overall quality of fire protection & rescue services	26.2%	46.7%	15.1%	0.4%	0.0%	11.7%
Q1-4. Response time for fire services	19.1%	29.4%	15.1%	0.2%	0.4%	35.8%
Q1-5. Overall quality of EMS services	24.3%	31.6%	12.8%	0.4%	0.2%	30.8%
Q1-6. Response time for EMS services	23.7%	29.0%	12.6%	0.8%	0.4%	33.4%
Q1-7. Overall maintenance of streets in City	3.4%	28.7%	26.0%	29.6%	9.9%	2.5%
Q1-8. Overall flow of traffic in Durham	2.5%	30.8%	33.5%	26.8%	4.2%	2.3%
Q1-9. Overall quality of public transit system (GoDurham, formerly DATA)	3.8%	15.7%	27.4%	9.6%	3.1%	40.4%
Q1-10. Overall quality of water & sewer utilities	16.7%	51.4%	19.2%	7.1%	2.7%	2.9%
Q1-11. Overall enforcement of codes & ordinances	6.1%	30.4%	35.2%	10.5%	2.9%	14.9%
Q1-12. Overall quality of customer service you receive from City employees	8.4%	47.3%	27.2%	6.5%	1.7%	9.0%
Q1-13. Overall quality of customer service you receive from County employees	8.6%	39.5%	27.4%	4.4%	1.0%	19.0%
Q1-14. Overall effectiveness of communication with public	6.5%	40.2%	37.2%	9.0%	1.5%	5.6%
Q1-15. Overall quality of parks & recreation programs	12.9%	46.1%	22.3%	8.1%	1.7%	8.8%



**Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q1-16. Overall quality of library services & programs	32.4%	42.0%	15.0%	1.9%	1.0%	7.7%
Q1-17. Overall quality of services provided by Durham County Department of Social Services	2.5%	17.2%	25.0%	6.5%	2.5%	46.2%
Q1-18. Overall quality of Public Health services	3.6%	21.6%	25.8%	4.8%	0.8%	43.3%
Q1-19. Overall quality of Tax Administration services	5.6%	30.5%	37.2%	9.0%	4.6%	13.0%

**WITHOUT DON'T KNOW**

**Q1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Overall quality of police protection	13.6%	50.3%	25.2%	8.2%	2.7%
Q1-2. Overall quality of sheriff protection	15.8%	44.9%	33.8%	3.9%	1.6%
Q1-3. Overall quality of fire protection & rescue services	29.6%	52.8%	17.1%	0.5%	0.0%
Q1-4. Response time for fire services	29.7%	45.8%	23.5%	0.3%	0.7%
Q1-5. Overall quality of EMS services	35.0%	45.6%	18.4%	0.6%	0.3%
Q1-6. Response time for EMS services	35.6%	43.5%	18.9%	1.3%	0.6%
Q1-7. Overall maintenance of streets in City	3.4%	29.5%	26.7%	30.3%	10.1%
Q1-8. Overall flow of traffic in Durham	2.6%	31.5%	34.3%	27.4%	4.3%
Q1-9. Overall quality of public transit system (GoDurham, formerly DATA)	6.3%	26.3%	46.0%	16.1%	5.3%
Q1-10. Overall quality of water & sewer utilities	17.2%	52.9%	19.8%	7.3%	2.8%
Q1-11. Overall enforcement of codes & ordinances	7.1%	35.7%	41.4%	12.3%	3.4%
Q1-12. Overall quality of customer service you receive from City employees	9.2%	52.0%	29.9%	7.1%	1.8%
Q1-13. Overall quality of customer service you receive from County employees	10.6%	48.8%	33.9%	5.4%	1.3%
Q1-14. Overall effectiveness of communication with public	6.9%	42.6%	39.5%	9.5%	1.6%
Q1-15. Overall quality of parks & recreation programs	14.2%	50.6%	24.5%	8.9%	1.8%
Q1-16. Overall quality of library services & programs	35.1%	45.5%	16.3%	2.0%	1.1%
Q1-17. Overall quality of services provided by Durham County Department of Social Services	4.7%	32.0%	46.5%	12.1%	4.7%
Q1-18. Overall quality of Public Health services	6.3%	38.1%	45.6%	8.5%	1.5%
Q1-19. Overall quality of Tax Administration services	6.5%	35.1%	42.8%	10.3%	5.3%

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	140	29.2 %
Overall quality of sheriff protection	4	0.8 %
Overall quality of fire protection & rescue services	2	0.4 %
Response time for fire services	4	0.8 %
Overall quality of EMS services	4	0.8 %
Overall maintenance of streets in City	73	15.2 %
Overall flow of traffic in Durham	34	7.1 %
Overall quality of public transit system (GoDurham, formerly DATA)	32	6.7 %
Overall quality of water & sewer utilities	13	2.7 %
Overall enforcement of codes & ordinances	7	1.5 %
Overall quality of customer service you receive from City employees	5	1.0 %
Overall quality of customer service you receive from County employees	1	0.2 %
Overall effectiveness of communication with public	6	1.3 %
Overall quality of parks & recreation programs	8	1.7 %
Overall quality of library services & programs	4	0.8 %
Overall quality of services provided by Durham County Department of Social Services	19	4.0 %
Overall quality of Public Health services	10	2.1 %
Overall quality of Tax Administration services	12	2.5 %
<u>None chosen</u>	<u>101</u>	<u>21.1 %</u>
Total	479	100.0 %

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years?**

Q2. 2nd choice	Number	Percent
Overall quality of police protection	26	5.4 %
Overall quality of sheriff protection	34	7.1 %
Overall quality of fire protection & rescue services	16	3.3 %
Response time for fire services	5	1.0 %
Overall quality of EMS services	4	0.8 %
Response time for EMS services	5	1.0 %
Overall maintenance of streets in City	63	13.2 %
Overall flow of traffic in Durham	66	13.8 %
Overall quality of public transit system (GoDurham, formerly DATA)	25	5.2 %
Overall quality of water & sewer utilities	19	4.0 %
Overall enforcement of codes & ordinances	13	2.7 %
Overall quality of customer service you receive from City employees	14	2.9 %
Overall quality of customer service you receive from County employees	4	0.8 %
Overall effectiveness of communication with public	15	3.1 %
Overall quality of parks & recreation programs	19	4.0 %
Overall quality of library services & programs	3	0.6 %
Overall quality of services provided by Durham County Department of Social Services	15	3.1 %
Overall quality of Public Health services	9	1.9 %
Overall quality of Tax Administration services	8	1.7 %
<u>None chosen</u>	<u>116</u>	<u>24.2 %</u>
Total	479	100.0 %

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years?**

Q2. 3rd choice	Number	Percent
Overall quality of police protection	37	7.7 %
Overall quality of sheriff protection	13	2.7 %
Overall quality of fire protection & rescue services	13	2.7 %
Response time for fire services	2	0.4 %
Overall quality of EMS services	8	1.7 %
Response time for EMS services	3	0.6 %
Overall maintenance of streets in City	38	7.9 %
Overall flow of traffic in Durham	43	9.0 %
Overall quality of public transit system (GoDurham, formerly DATA)	17	3.5 %
Overall quality of water & sewer utilities	15	3.1 %
Overall enforcement of codes & ordinances	13	2.7 %
Overall quality of customer service you receive from City employees	14	2.9 %
Overall quality of customer service you receive from County employees	7	1.5 %
Overall effectiveness of communication with public	16	3.3 %
Overall quality of parks & recreation programs	36	7.5 %
Overall quality of library services & programs	8	1.7 %
Overall quality of services provided by Durham County Department of Social Services	23	4.8 %
Overall quality of Public Health services	10	2.1 %
Overall quality of Tax Administration services	21	4.4 %
None chosen	142	29.6 %
Total	479	100.0 %

**SUM OF TOP 3 CHOICES**

**Q2. Which THREE of the items listed in Question 1 above do you think should receive the MOST EMPHASIS from City and County leaders over the next two years? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police protection	203	42.4 %
Overall quality of sheriff protection	51	10.6 %
Overall quality of fire protection & rescue services	31	6.5 %
Response time for fire services	11	2.3 %
Overall quality of EMS services	16	3.3 %
Response time for EMS services	8	1.7 %
Overall maintenance of streets in City	174	36.3 %
Overall flow of traffic in Durham	143	29.9 %
Overall quality of public transit system (GoDurham, formerly DATA)	74	15.4 %
Overall quality of water & sewer utilities	47	9.8 %
Overall enforcement of codes & ordinances	33	6.9 %
Overall quality of customer service you receive from City employees	33	6.9 %
Overall quality of customer service you receive from County employees	12	2.5 %
Overall effectiveness of communication with public	37	7.7 %
Overall quality of parks & recreation programs	63	13.2 %
Overall quality of library services & programs	15	3.1 %
Overall quality of services provided by Durham County Department of Social Services	57	11.9 %
Overall quality of Public Health services	29	6.1 %
Overall quality of Tax Administration services	41	8.6 %
None chosen	101	21.1 %
Total	1179	

**Q3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q3-1. Overall quality of services provided by City	7.3%	54.1%	26.6%	5.7%	0.6%	5.7%
Q3-2. Overall quality of services provided by County	7.6%	46.4%	26.7%	4.2%	0.4%	14.7%
Q3-3. Overall appearance of Durham	7.3%	44.1%	29.3%	14.2%	1.9%	3.1%
Q3-4. Overall management of development & growth	10.9%	31.3%	32.8%	17.2%	2.9%	4.8%
Q3-5. Overall image of Durham	12.2%	37.7%	24.3%	18.7%	4.0%	3.1%
Q3-6. Overall quality of life in Durham	18.6%	51.0%	18.8%	7.3%	1.0%	3.1%
Q3-7. Overall quality of life in your neighborhood	35.8%	43.3%	12.1%	4.8%	1.7%	2.3%
Q3-8. Overall ease of travel within Durham	9.2%	42.7%	25.3%	18.4%	1.3%	3.1%
Q3-9. Overall value you receive for your local taxes & fees	5.6%	30.8%	31.6%	20.9%	8.2%	2.9%

**WITHOUT DON'T KNOW**

**Q3. Several items that may influence your perception of Durham are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of services provided by City	7.8%	57.3%	28.2%	6.0%	0.7%
Q3-2. Overall quality of services provided by County	8.9%	54.4%	31.3%	4.9%	0.5%
Q3-3. Overall appearance of Durham	7.6%	45.6%	30.2%	14.7%	1.9%
Q3-4. Overall management of development & growth	11.5%	32.9%	34.4%	18.1%	3.1%
Q3-5. Overall image of Durham	12.6%	39.0%	25.1%	19.3%	4.1%
Q3-6. Overall quality of life in Durham	19.2%	52.7%	19.4%	7.6%	1.1%
Q3-7. Overall quality of life in your neighborhood	36.6%	44.3%	12.4%	4.9%	1.7%
Q3-8. Overall ease of travel within Durham	9.5%	44.1%	26.1%	19.0%	1.3%
Q3-9. Overall value you receive for your local taxes & fees	5.8%	31.7%	32.5%	21.6%	8.4%



**Q4. Public Safety. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:**

(N=479)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	N/A
Q4-1. When walking alone in your neighborhood during the day	52.7%	36.4%	5.9%	2.7%	0.4%	1.9%
Q4-2. When walking alone in your neighborhood at night	19.2%	41.2%	18.0%	13.6%	4.0%	4.0%
Q4-3. When walking alone to the closest park from your home during the day	22.6%	27.6%	17.8%	10.5%	4.0%	17.6%
Q4-4. When visiting recreation centers	12.8%	34.1%	20.9%	5.4%	1.9%	24.9%
Q4-5. In Downtown Durham	14.0%	44.8%	22.8%	11.3%	1.9%	5.2%
Q4-6. In Durham overall	7.3%	43.1%	32.2%	12.3%	2.1%	2.9%
Q4-7. When riding GoDurham (DATA)	3.8%	9.0%	15.1%	4.6%	1.9%	65.6%

**WITHOUT DON'T KNOW****Q4. Public Safety. Using a scale of 1 to 5 where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "N/A")**

(N=479)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q4-1. When walking alone in your neighborhood during the day	53.7%	37.1%	6.0%	2.8%	0.4%
Q4-2. When walking alone in your neighborhood at night	20.0%	42.9%	18.7%	14.2%	4.1%
Q4-3. When walking alone to the closest park from your home during the day	27.4%	33.5%	21.6%	12.7%	4.8%
Q4-4. When visiting recreation centers	17.0%	45.4%	27.9%	7.2%	2.5%
Q4-5. In Downtown Durham	14.8%	47.2%	24.1%	11.9%	2.0%
Q4-6. In Durham overall	7.5%	44.4%	33.2%	12.7%	2.2%
Q4-7. When riding GoDurham (DATA)	11.0%	26.2%	43.9%	13.4%	5.5%

**Q5. Law Enforcement/Criminal Justice. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel regarding the following aspects:**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q5-1. Overall police relationship with your community	19.9%	37.9%	23.3%	8.8%	2.9%	7.1%
Q5-2. Overall Sheriff Office relationship with your community	14.3%	29.8%	25.4%	4.4%	1.5%	24.6%
Q5-3. Animal control services	8.4%	31.9%	25.8%	7.1%	2.5%	24.2%
Q5-4. Enforcement of traffic safety laws	7.8%	39.9%	28.8%	12.2%	4.4%	6.9%
Q5-5. Local court system	4.8%	27.3%	29.0%	9.0%	2.7%	27.1%

**WITHOUT DON'T KNOW**

**Q5. Law Enforcement/Criminal Justice. Using a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate how you feel regarding the following aspects: (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5-1. Overall police relationship with your community	21.4%	40.9%	25.1%	9.5%	3.2%
Q5-2. Overall Sheriff Office relationship with your community	18.9%	39.6%	33.7%	5.8%	1.9%
Q5-3. Animal control services	11.1%	42.1%	34.1%	9.4%	3.3%
Q5-4. Enforcement of traffic safety laws	8.4%	42.9%	30.9%	13.1%	4.7%
Q5-5. Local court system	6.6%	37.5%	39.8%	12.4%	3.7%

**Q6. How supportive would you be of allowing more misdemeanor (non-violent) drug offenses to be handled outside of court when possible?**

Q6. How supportive would you be of allowing more misdemeanor drug offenses to be handled outside of court

	Number	Percent
Not supportive at all	46	9.6 %
Not supportive	26	5.4 %
Neutral	49	10.2 %
Cautiously supportive	173	36.1 %
Strongly supportive	155	32.4 %
Don't know	30	6.3 %
Total	479	100.0 %

**Q7. Parks, Recreation, and Open Space: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q7-1. Greenways & trails	15.8%	43.9%	21.4%	5.7%	0.8%	12.4%
Q7-2. Outdoor athletic fields & courts	8.6%	35.6%	23.6%	9.9%	1.5%	20.8%
Q7-3. Variety of City recreation opportunities	8.8%	37.0%	28.2%	10.5%	1.1%	14.5%
Q7-4. Customer service provided by City's Parks & Recreation staff	8.0%	30.5%	26.5%	6.1%	1.3%	27.6%
Q7-5. Length of your commute to your desired recreation amenities	12.6%	37.5%	25.9%	7.4%	1.9%	14.7%
Q7-6. Aquatic programs	3.6%	15.5%	24.8%	8.6%	2.1%	45.4%
Q7-7. Athletic programs	5.1%	19.6%	26.7%	6.9%	2.1%	39.6%
Q7-8. Recreation Center programs	5.5%	20.4%	26.5%	7.6%	2.3%	37.8%
Q7-9. Cultural programming	16.4%	38.2%	21.2%	5.7%	1.9%	16.6%

**WITHOUT DON'T KNOW**

**Q7. Parks, Recreation, and Open Space: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7-1. Greenways & trails	18.0%	50.1%	24.5%	6.5%	1.0%
Q7-2. Outdoor athletic fields & courts	10.9%	44.9%	29.8%	12.5%	1.9%
Q7-3. Variety of City recreation opportunities	10.3%	43.2%	32.9%	12.3%	1.2%
Q7-4. Customer service provided by City's Parks & Recreation staff	11.0%	42.2%	36.6%	8.4%	1.7%
Q7-5. Length of your commute to your desired recreation amenities	14.8%	44.0%	30.4%	8.6%	2.2%
Q7-6. Aquatic programs	6.5%	28.5%	45.4%	15.8%	3.8%
Q7-7. Athletic programs	8.4%	32.4%	44.3%	11.5%	3.5%
Q7-8. Recreation Center programs	8.8%	32.8%	42.6%	12.2%	3.7%
Q7-9. Cultural programming	19.6%	45.8%	25.4%	6.8%	2.3%

**Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?**

Q8. Top choice	Number	Percent
Greenways & trails	123	25.7 %
Outdoor athletic fields & courts	47	9.8 %
Variety of City recreation opportunities	43	9.0 %
Customer service provided by City's Parks & Recreation staff	13	2.7 %
Length of your commute to your desired recreation amenities	8	1.7 %
Aquatic programs	16	3.3 %
Athletic programs	20	4.2 %
Recreation Center programs	11	2.3 %
Cultural programming	53	11.1 %
None chosen	145	30.3 %
Total	479	100.0 %

**Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years?**

Q8. 2nd choice	Number	Percent
Greenways & trails	36	7.5 %
Outdoor athletic fields & courts	58	12.1 %
Variety of City recreation opportunities	46	9.6 %
Customer service provided by City's Parks & Recreation staff	13	2.7 %
Length of your commute to your desired recreation amenities	12	2.5 %
Aquatic programs	21	4.4 %
Athletic programs	20	4.2 %
Recreation Center programs	39	8.1 %
Cultural programming	57	11.9 %
None chosen	177	37.0 %
Total	479	100.0 %

**SUM OF TOP 2 CHOICES**

**Q8. Which TWO of the Parks, Recreation, and Open Space items listed in Question 7 above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years? (top 2)**

Q8. Sum of Top 2 Choices	Number	Percent
Greenways & trails	159	33.2 %
Outdoor athletic fields & courts	105	21.9 %
Variety of City recreation opportunities	89	18.6 %
Customer service provided by City's Parks & Recreation staff	26	5.4 %
Length of your commute to your desired recreation amenities	20	4.2 %
Aquatic programs	37	7.7 %
Athletic programs	40	8.4 %
Recreation Center programs	50	10.4 %
Cultural programming	110	23.0 %
None chosen	145	30.3 %
Total	781	

**Q9. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q9-1. Condition of streets in your neighborhood	14.8%	46.8%	15.2%	16.3%	4.8%	2.1%
Q9-2. Condition of sidewalks in your neighborhood	8.6%	26.9%	11.9%	16.1%	11.3%	25.3%
Q9-3. Condition of bicycle facilities	4.4%	17.2%	23.9%	24.3%	10.3%	19.9%
Q9-4. Cleanliness of streets	10.2%	47.8%	23.0%	12.9%	4.0%	2.1%
Q9-5. Cleanliness & appearance of medians & roadsides	6.9%	44.4%	22.0%	18.0%	4.8%	3.8%
Q9-6. Mowing & tree trimming along streets & other public areas	7.1%	45.2%	23.6%	13.6%	7.7%	2.7%
Q9-7. Condition of parks	8.4%	43.3%	24.5%	9.4%	1.7%	12.8%
Q9-8. Condition of recreation centers & facilities	5.9%	32.1%	27.0%	6.1%	1.3%	27.7%
Q9-9. Cleanliness of stormwater drains	4.4%	30.3%	32.2%	19.2%	5.0%	8.8%
Q9-10. Overall appearance of major entryways to Durham	5.5%	41.5%	32.5%	13.8%	3.1%	3.6%



**WITHOUT DON'T KNOW**

**Q9. Maintenance. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Condition of streets in your neighborhood	15.1%	47.8%	15.6%	16.6%	4.9%
Q9-2. Condition of sidewalks in your neighborhood	11.5%	36.0%	15.9%	21.5%	15.1%
Q9-3. Condition of bicycle facilities	5.5%	21.5%	29.8%	30.4%	12.8%
Q9-4. Cleanliness of streets	10.4%	48.8%	23.5%	13.2%	4.1%
Q9-5. Cleanliness & appearance of medians & roadsides	7.2%	46.2%	22.9%	18.7%	5.0%
Q9-6. Mowing & tree trimming along streets & other public areas	7.3%	46.5%	24.3%	14.0%	8.0%
Q9-7. Condition of parks	9.6%	49.6%	28.1%	10.8%	1.9%
Q9-8. Condition of recreation centers & facilities	8.1%	44.3%	37.4%	8.4%	1.7%
Q9-9. Cleanliness of stormwater drains	4.8%	33.3%	35.3%	21.1%	5.5%
Q9-10. Overall appearance of major entryways to Durham	5.7%	43.0%	33.7%	14.3%	3.3%

**Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years?**

Q10. Top choice	Number	Percent
Condition of streets in your neighborhood	71	14.8 %
Condition of sidewalks in your neighborhood	66	13.8 %
Condition of bicycle facilities	71	14.8 %
Cleanliness of streets	28	5.8 %
Cleanliness & appearance of medians & roadsides	28	5.8 %
Mowing & tree trimming along streets & other public areas	20	4.2 %
Condition of parks	22	4.6 %
Condition of recreation centers & facilities	7	1.5 %
Cleanliness of stormwater drains	24	5.0 %
Overall appearance of major entryways to Durham	29	6.1 %
None chosen	113	23.6 %
Total	479	100.0 %

**Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years?**

Q10. 2nd choice	Number	Percent
Condition of streets in your neighborhood	19	4.0 %
Condition of sidewalks in your neighborhood	34	7.1 %
Condition of bicycle facilities	49	10.2 %
Cleanliness of streets	24	5.0 %
Cleanliness & appearance of medians & roadsides	44	9.2 %
Mowing & tree trimming along streets & other public areas	43	9.0 %
Condition of parks	28	5.8 %
Condition of recreation centers & facilities	17	3.5 %
Cleanliness of stormwater drains	36	7.5 %
Overall appearance of major entryways to Durham	44	9.2 %
None chosen	141	29.4 %
Total	479	100.0 %

**SUM OF TOP 2 CHOICES**

**Q10. Which TWO of the Maintenance items listed in Question 9 above do you think should receive the most emphasis over the next TWO years? (top 2)**

<u>Q10. Sum of Top 2 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of streets in your neighborhood	90	18.8 %
Condition of sidewalks in your neighborhood	100	20.9 %
Condition of bicycle facilities	120	25.1 %
Cleanliness of streets	52	10.9 %
Cleanliness & appearance of medians & roadsides	72	15.0 %
Mowing & tree trimming along streets & other public areas	63	13.2 %
Condition of parks	50	10.4 %
Condition of recreation centers & facilities	24	5.0 %
Cleanliness of stormwater drains	60	12.5 %
Overall appearance of major entryways to Durham	73	15.2 %
None chosen	113	23.6 %
Total	817	

**Q11. Parking and Transit: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q11-1. Ease of travel by walking	7.1%	29.2%	25.2%	21.0%	6.1%	11.3%
Q11-2. Ease of travel by driving	11.7%	52.8%	22.0%	8.4%	0.6%	4.4%
Q11-3. Ease of travel by biking	3.4%	12.6%	21.2%	22.1%	7.6%	33.2%
Q11-4. Ease of travel by bus	3.6%	11.6%	20.8%	8.4%	2.3%	53.4%
Q11-5. GoDurham routes & schedules	1.9%	11.1%	20.4%	7.8%	3.4%	55.5%
Q11-6. Location of Downtown parking facilities	5.0%	34.9%	30.0%	16.6%	4.8%	8.6%
Q11-7. Quality of Downtown parking facilities	4.0%	36.0%	30.9%	16.2%	4.8%	8.0%

**WITHOUT DON'T KNOW**

**Q11. Parking and Transit: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Ease of travel by walking	8.1%	32.9%	28.4%	23.7%	6.9%
Q11-2. Ease of travel by driving	12.3%	55.3%	23.0%	8.8%	0.7%
Q11-3. Ease of travel by biking	5.0%	18.9%	31.8%	33.0%	11.3%
Q11-4. Ease of travel by bus	7.7%	24.8%	44.6%	18.0%	5.0%
Q11-5. GoDurham routes & schedules	4.2%	25.0%	45.8%	17.5%	7.5%
Q11-6. Location of Downtown parking facilities	5.5%	38.2%	32.9%	18.2%	5.3%
Q11-7. Quality of Downtown parking facilities	4.3%	39.1%	33.6%	17.6%	5.3%

**Q12. Have you used GoDurham/Bull City Connector during the past year?**

Q12. Have you used GoDurham/Bull City Connector during past year	Number	Percent
Yes	51	10.6 %
No	414	86.4 %
Not provided	14	2.9 %
Total	479	100.0 %

**Q12a. (If NO to Question 12) Which of the following is your primary reason for not using the service:**

Q12a. Your primary reason for not using service	Number	Percent
Does not serve areas I need to visit	61	14.7 %
Buses do not come frequently enough	18	4.3 %
Service is not provided during days & hours I would use it	12	2.9 %
I don't need service-I just prefer to drive	275	66.4 %
Other	35	8.5 %
Not provided	13	3.1 %
Total	414	100.0 %

**Q13. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q13-1. Enforcement of junk & debris cleanup on private property	4.0%	26.6%	28.9%	19.1%	5.0%	16.4%
Q13-2. Enforcement of mowing on private property	4.6%	27.0%	30.8%	15.9%	3.8%	17.8%
Q13-3. Enforcement of ban on parking in front yards	5.0%	23.1%	29.4%	14.7%	6.7%	21.2%
Q13-4. How quickly graffiti is removed in your neighborhood	3.8%	17.6%	25.6%	4.0%	1.3%	47.8%
Q13-5. Response to code enforcement requests for service or complaints	3.4%	22.4%	27.9%	5.7%	4.0%	36.7%

**WITHOUT DON'T KNOW**

**Q13. Code Enforcement: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13-1. Enforcement of junk & debris cleanup on private property	4.8%	31.8%	34.6%	22.8%	6.0%
Q13-2. Enforcement of mowing on private property	5.6%	32.9%	37.5%	19.4%	4.6%
Q13-3. Enforcement of ban on parking in front yards	6.4%	29.3%	37.2%	18.6%	8.5%
Q13-4. How quickly graffiti is removed in your neighborhood	7.2%	33.7%	49.0%	7.6%	2.4%
Q13-5. Response to code enforcement requests for service or complaints	5.3%	35.4%	44.0%	8.9%	6.3%

**Q14. Solid Waste and Utility Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q14-1. Solid waste collection services	33.9%	51.7%	6.7%	3.6%	1.3%	2.9%
Q14-2. Curbside recycling services	34.5%	46.2%	7.7%	5.9%	1.0%	4.6%
Q14-3. Bulky item pick up/removal services	18.8%	36.8%	14.9%	7.7%	1.5%	20.3%
Q14-4. Yard waste collection services for subscriber members	22.8%	32.0%	12.6%	8.4%	2.5%	21.8%
Q14-5. City Waste Disposal Center	12.6%	31.7%	19.3%	3.8%	0.8%	31.9%
Q14-6. County Solid Waste Convenience Centers	5.5%	14.5%	19.9%	2.1%	0.6%	57.4%
Q14-7. Quality of drinking water	22.2%	46.5%	17.6%	6.9%	2.9%	3.8%
Q14-8. Sewer services	21.0%	48.6%	19.9%	4.8%	0.8%	4.8%
Q14-9. Stream & lake protection	8.8%	34.6%	27.7%	9.4%	3.8%	15.7%
Q14-10. Drainage of City streets	8.0%	41.4%	31.3%	11.1%	2.1%	6.1%

**WITHOUT DON'T KNOW**

**Q14. Solid Waste and Utility Services: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14-1. Solid waste collection services	34.9%	53.2%	6.9%	3.7%	1.3%
Q14-2. Curbside recycling services	36.2%	48.5%	8.1%	6.1%	1.1%
Q14-3. Bulky item pick up/removal services	23.6%	46.2%	18.6%	9.7%	1.8%
Q14-4. Yard waste collection services for subscriber members	29.1%	40.9%	16.0%	10.7%	3.2%
Q14-5. City Waste Disposal Center	18.5%	46.5%	28.3%	5.5%	1.2%
Q14-6. County Solid Waste Convenience Centers	12.8%	34.0%	46.8%	4.9%	1.5%
Q14-7. Quality of drinking water	23.1%	48.4%	18.3%	7.2%	3.1%
Q14-8. Sewer services	22.0%	51.1%	20.9%	5.1%	0.9%
Q14-9. Stream & lake protection	10.4%	41.0%	32.8%	11.2%	4.5%
Q14-10. Drainage of City streets	8.5%	44.1%	33.3%	11.9%	2.2%



**Q15. Development and Appearance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q15-1. Amount of trees & shrubs retained and/or replaced on new development	6.9%	32.1%	28.3%	17.8%	6.3%	8.6%
Q15-2. Protection of historic buildings	11.1%	41.2%	29.7%	7.1%	2.1%	8.8%
Q15-3. Appearance of houses in your neighborhood	20.3%	51.3%	16.7%	7.1%	1.3%	3.3%
Q15-4. Availability of affordable housing	4.4%	21.3%	27.4%	19.0%	9.4%	18.4%

**WITHOUT DON'T KNOW**

**Q15. Development and Appearance: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Amount of trees & shrubs retained and/or replaced on new development	7.6%	35.1%	31.0%	19.5%	6.9%
Q15-2. Protection of historic buildings	12.2%	45.2%	32.6%	7.8%	2.3%
Q15-3. Appearance of houses in your neighborhood	21.0%	53.0%	17.3%	7.4%	1.3%
Q15-4. Availability of affordable housing	5.4%	26.2%	33.6%	23.3%	11.5%

**Q16. Economic Development: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q16-1. Access to training & development for under-employed & unemployed	2.9%	11.3%	26.3%	18.1%	4.6%	36.8%
Q16-2. Resources to support small business development	3.4%	14.7%	32.2%	11.8%	3.2%	34.7%
Q16-3. Proximity of your neighborhood to shopping opportunities	27.3%	43.2%	16.4%	6.3%	2.3%	4.6%
Q16-4. Proximity of your neighborhood to arts & cultural amenities	20.4%	42.0%	19.7%	9.0%	2.5%	6.3%

**WITHOUT DON'T KNOW**

**Q16. Economic Development: For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16-1. Access to training & development for under-employed & unemployed	4.7%	17.9%	41.5%	28.6%	7.3%
Q16-2. Resources to support small business development	5.2%	22.6%	49.4%	18.1%	4.8%
Q16-3. Proximity of your neighborhood to shopping opportunities	28.6%	45.3%	17.1%	6.6%	2.4%
Q16-4. Proximity of your neighborhood to arts & cultural amenities	21.7%	44.8%	21.1%	9.6%	2.7%

**Q17a. (If you are a City resident) During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?**

Q17a. Have you contacted City employees or visited City website	Number	Percent
Yes	289	60.3 %
No	190	39.7 %
Total	479	100.0 %

**Q17b. (Only YES to Question 17a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following:**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q17b-1. How easy they were to contact	25.3%	46.7%	12.5%	11.1%	2.1%	2.4%
Q17b-2. Courtesy of employees	29.4%	44.3%	13.8%	6.9%	0.7%	4.8%
Q17b-3. Accuracy of information & assistance you were given	24.9%	45.3%	17.3%	6.9%	3.1%	2.4%
Q17b-4. Time it took for your request to be completed	21.1%	37.7%	19.4%	14.2%	4.5%	3.1%
Q17b-5. How well your issue was handled	22.5%	39.8%	18.0%	12.8%	3.1%	3.8%
Q17b-6. Resolution to your issue/concern	23.2%	41.5%	16.6%	10.0%	4.2%	4.5%
Q17b-7. Availability of information about City programs & services	15.6%	39.9%	25.3%	9.4%	0.3%	9.4%
Q17b-8. Ease of locating information on City website	12.2%	36.8%	21.5%	19.1%	2.8%	7.6%
Q17b-9. Ease of paying water bill	35.8%	39.2%	11.1%	5.6%	2.1%	6.3%
Q17b-10. Your experience engaging with local government process	11.1%	37.8%	27.4%	4.9%	2.8%	16.0%
Q17b-11. Level of public involvement in local decisions	8.0%	27.8%	34.4%	13.2%	3.1%	13.5%
Q17b-12. City efforts to keep you informed about local issues	10.4%	40.8%	27.3%	12.1%	3.8%	5.5%

**WITHOUT DON'T KNOW**

**Q17b. (Only YES to Question 17a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the City employees you have contacted with regard to the following: (without "N/A")**

(N=479)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17b-1. How easy they were to contact	25.9%	47.9%	12.8%	11.3%	2.1%
Q17b-2. Courtesy of employees	30.9%	46.5%	14.5%	7.3%	0.7%
Q17b-3. Accuracy of information & assistance you were given	25.5%	46.5%	17.7%	7.1%	3.2%
Q17b-4. Time it took for your request to be completed	21.8%	38.9%	20.0%	14.6%	4.6%
Q17b-5. How well your issue was handled	23.4%	41.4%	18.7%	13.3%	3.2%
Q17b-6. Resolution to your issue/concern	24.3%	43.5%	17.4%	10.5%	4.3%
Q17b-7. Availability of information about City programs & services	17.2%	44.1%	28.0%	10.3%	0.4%
Q17b-8. Ease of locating information on City website	13.2%	39.8%	23.3%	20.7%	3.0%
Q17b-9. Ease of paying water bill	38.1%	41.9%	11.9%	5.9%	2.2%
Q17b-10. Your experience engaging with local government process	13.2%	45.0%	32.6%	5.8%	3.3%
Q17b-11. Level of public involvement in local decisions	9.2%	32.1%	39.8%	15.3%	3.6%
Q17b-12. City efforts to keep you informed about local issues	11.0%	43.2%	28.9%	12.8%	4.0%

**Q18a. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?**

Q18a. Have you contacted County employees or visited County website	Number	Percent
Yes	143	29.9 %
No	334	69.7 %
Not provided	2	0.4 %
Total	479	100.0 %

**Q18b. (If YES to Question 18a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following:**

(N=143)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
Q18b-1. How easy they were to contact	23.4%	44.0%	16.3%	9.2%	2.8%	4.3%
Q18b-2. Courtesy of employees	29.8%	39.0%	14.9%	7.8%	0.7%	7.8%
Q18b-3. Accuracy of information & assistance given	29.1%	39.0%	17.0%	6.4%	2.1%	6.4%
Q18b-4. Time it took for your request to be completed	23.4%	34.8%	19.9%	11.3%	5.0%	5.7%
Q18b-5. How well your issue was handled	24.8%	39.0%	14.2%	12.1%	2.8%	7.1%
Q18b-6. Resolution to your issue/concern	23.6%	38.6%	15.7%	10.0%	4.3%	7.9%
Q18b-7. Availability of information about County programs & services	20.7%	35.0%	27.1%	7.9%	0.0%	9.3%
Q18b-8. Ease of locating information on County website	15.7%	39.3%	20.0%	14.3%	3.6%	7.1%
Q18b-9. Ease of paying water bill	25.5%	39.0%	13.5%	4.3%	0.7%	17.0%
Q18b-10. Your experience engaging with local government process	10.0%	37.1%	30.0%	7.1%	2.1%	13.6%
Q18b-11. Level of public involvement in local decisions	9.3%	25.7%	40.0%	10.7%	2.1%	12.1%
Q18b-12. County efforts to keep you informed about local issues	10.0%	35.0%	32.1%	11.4%	3.6%	7.9%

**WITHOUT DON'T KNOW**

**Q18b. (If YES to Question 18a) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following: (without "N/A")**

(N=143)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18b-1. How easy they were to contact	24.4%	45.9%	17.0%	9.6%	3.0%
Q18b-2. Courtesy of employees	32.3%	42.3%	16.2%	8.5%	0.8%
Q18b-3. Accuracy of information & assistance given	31.1%	41.7%	18.2%	6.8%	2.3%
Q18b-4. Time it took for your request to be completed	24.8%	36.8%	21.1%	12.0%	5.3%
Q18b-5. How well your issue was handled	26.7%	42.0%	15.3%	13.0%	3.1%
Q18b-6. Resolution to your issue/concern	25.6%	41.9%	17.1%	10.9%	4.7%
Q18b-7. Availability of information about County programs & services	22.8%	38.6%	29.9%	8.7%	0.0%
Q18b-8. Ease of locating information on County website	16.9%	42.3%	21.5%	15.4%	3.8%
Q18b-9. Ease of paying water bill	30.8%	47.0%	16.2%	5.1%	0.9%
Q18b-10. Your experience engaging with local government process	11.6%	43.0%	34.7%	8.3%	2.5%
Q18b-11. Level of public involvement in local decisions	10.6%	29.3%	45.5%	12.2%	2.4%
Q18b-12. County efforts to keep you informed about local issues	10.9%	38.0%	34.9%	12.4%	3.9%

**Q19. How do you hear or receive information about community issues, services, and events?**

Q19. How do you hear or receive information about community issues, services, & events	Number	Percent
Durham Citizens' Newsletter with water bill	259	54.1 %
The Herald-Sun, News & Observer, or other local newspapers	226	47.2 %
Local television or radio news	318	66.4 %
Government Access Channel 8/DTN	33	6.9 %
Durham Convention Center Visitors Bureau	21	4.4 %
Local government produced brochures/pamphlets	54	11.3 %
City Manager's Weekly E-Newsletter	18	3.8 %
Local government representatives at events or meetings	30	6.3 %
Community blogs, listserv, social media	144	30.1 %
Social media outlets run by City or County	72	15.0 %
Televised City Council/County Commission meetings	40	8.4 %
Durham One Call/560-1200	74	15.4 %
City website www.DurhamNC.gov	148	30.9 %
County website www.DCONC.gov	67	14.0 %
Friends/neighbors	242	50.5 %
Other	23	4.8 %
None selected	19	4.0 %
Total	1788	

**Q20. Which method do you use to watch DTN (programming includes City Council and County Commissioner Meetings, In Touch with Durham County, and City Hall This Week)?**

Q20. What method do you use to watch DTN	Number	Percent
On TV	103	21.5 %
Online	12	2.5 %
Do not watch	328	68.5 %
Not provided	36	7.5 %
Total	479	100.0 %



**Q21. Overall Ratings of the Community. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Durham with regard to the following:**

(N=479)

	Excellent	Good	Neutral	Below Average	Poor	N/A
Q21-1. As a place to live	29.5%	52.7%	10.7%	4.2%	1.0%	1.9%
Q21-2. As a place to work	28.8%	47.5%	11.3%	3.2%	0.4%	8.8%
Q21-3. As a place to play	22.9%	46.3%	19.3%	5.9%	1.3%	4.4%
Q21-4. As a place to raise children	16.5%	38.3%	19.5%	10.7%	3.1%	11.9%
Q21-5. As a place to retire	19.5%	35.1%	22.2%	9.8%	4.0%	9.4%
Q21-6. As a place to visit	20.3%	46.9%	17.8%	7.3%	2.9%	4.8%
Q21-7. As a place to start a business	15.9%	30.8%	23.3%	6.5%	1.9%	21.6%
Q21-8. As a City that is moving in right direction	25.9%	38.1%	21.1%	8.4%	3.3%	3.1%

**WITHOUT DON'T KNOW**

**Q21. Overall Ratings of the Community. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Durham with regard to the following: (without "N/A")**

(N=479)

	Excellent	Good	Neutral	Below Average	Poor
Q21-1. As a place to live	30.1%	53.7%	10.9%	4.3%	1.1%
Q21-2. As a place to work	31.6%	52.1%	12.4%	3.5%	0.5%
Q21-3. As a place to play	23.9%	48.5%	20.2%	6.1%	1.3%
Q21-4. As a place to raise children	18.8%	43.5%	22.1%	12.1%	3.6%
Q21-5. As a place to retire	21.5%	38.8%	24.5%	10.9%	4.4%
Q21-6. As a place to visit	21.3%	49.2%	18.7%	7.7%	3.1%
Q21-7. As a place to start a business	20.3%	39.3%	29.7%	8.3%	2.4%
Q21-8. As a City that is moving in right direction	26.8%	39.3%	21.8%	8.6%	3.5%

**Q22. Would you be willing to pay higher taxes to support enhancements to City and/or County services?**

Q22. Would you be willing to pay higher taxes to support enhancements to City and/or County services

	Number	Percent
Yes, I would be willing to pay an increase in taxes	182	38.0 %
No, I would not be willing to pay an increase in taxes	223	46.6 %
Don't know	74	15.4 %
Total	479	100.0 %

**Q22a. (If YES to Question 22) From the list of local governmental services below, which ones would you be willing to pay higher taxes to support enhancements?**

Q22a. Which ones would you be willing to pay higher taxes

	Number	Percent
Road improvements	135	74.2 %
Athletic facilities	41	22.5 %
Aquatic facilities	39	21.4 %
Trails & greenways	106	58.2 %
Repair & restore deteriorating infrastructure	112	61.5 %
Public safety facilities & staffing	69	37.9 %
Construction of new sidewalks	92	50.5 %
Affordable housing	84	46.2 %
Parking facilities	45	24.7 %
Expanded Pre-K subsidies	73	40.1 %
Senior programming	48	26.4 %
Court services	19	10.4 %
Social services	58	31.9 %
Youth programming	70	38.5 %
Job creation/training	79	43.4 %
Public health & wellness	61	33.5 %
None Selected	1	0.5 %
Total	1132	

**Q23. How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from?**Q23. How willing would you be to pay fees  
instead of taxes

	Number	Percent
Very willing	46	9.6 %
Willing	143	29.9 %
Not sure	191	39.9 %
Not willing	91	19.0 %
Not provided	8	1.7 %
Total	479	100.0 %

**Q27. Approximately how many years have you lived in Durham County?**

Q27. How many years have you lived in Durham County

	Number	Percent
less than 5	58	12.1 %
5 to 10	71	14.8 %
11 to 20	96	20.0 %
21 to 30	82	17.1 %
31+	159	33.2 %
Not provided	13	2.7 %
Total	479	100.0 %

**Q28. What is your age?**

<u>Q28. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	90	18.8 %
35-44 years	115	24.0 %
45-54 years	107	22.3 %
55-64 years	104	21.7 %
65-74 years	43	9.0 %
75+ years	20	4.2 %
Total	479	100.0 %

**Q29. What is your gender?**

<u>Q29. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	232	48.4 %
Female	247	51.6 %
Total	479	100.0 %

**Q30. Do you own or rent your current residence?**

<u>Q30. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	320	66.8 %
Rent	146	30.5 %
Not provided	13	2.7 %
Total	479	100.0 %

**Q31. Which of the following best describes your race/ethnicity?**

<u>Q31. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	15	3.1 %
White	226	47.2 %
American Indian/Eskimo	3	0.6 %
Black/African American	223	46.6 %
Other	15	3.1 %
None Selected	17	3.5 %
Total	499	

**Q32. Are you of Hispanic, Latino, or other Spanish ancestry?**

<u>Q32. Are you of Hispanic, Latino, or other Spanish ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	55	11.5 %
No	401	83.7 %
Not provided	23	4.8 %
Total	479	100.0 %

**Q33. Would you say your total annual household income is:**

<u>Q33. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	67	14.0 %
\$30K to \$59,999	114	23.8 %
\$60K to \$99,999	139	29.0 %
\$100K+	120	25.1 %
Not provided	39	8.1 %
Total	479	100.0 %

## Section 5:

# Survey Instrument

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## CITY OF DURHAM

City Manager's Office

101 CITY HALL PLAZA | DURHAM, NC 27701  
919.560.4222 | F 919.560.4949

[www.DurhamNC.gov](http://www.DurhamNC.gov)

## DURHAM COUNTY

County Manager's Office

200 E. MAIN ST. | DURHAM, NC 27701  
919.560.0000 | F 919.560.0020

[www.DCoNC.gov](http://www.DCoNC.gov)



October, 2015

Dear Durham Resident,

Thanks to you, Durham remains one of the most vibrant and progressive communities in the United States. As we continue to grow and meet new challenges, it is important that we also continue to strategically plan for our future.

An important part of this planning process involves gathering input from residents on a wide range of issues impacting our quality of life. We want you to be a part of this process by taking a few minutes to complete the enclosed *2015 Durham Resident Survey*.

For the first time, the City and County are jointly overseeing the survey so that more Durham residents have an opportunity to be heard. By completing and returning this survey, you will assist elected officials, as well as the City/County Administration, in making critical decisions about prioritizing resources and helping set the direction for the future of our community.

Please return your completed survey in the enclosed postage-paid envelope ***within the next 10 days*** to the ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you have any questions about this survey, please contact Durham One Call at (919) 560-1200.

Your feedback is very vital to us and we appreciate your help in making Durham an even better place to call home.

Sincerely,

Thomas J. Bonfield  
City Manager

Wendell M. Davis  
County Manager

Enclosure

*Si tiéne preguntas acerca de la encuesta y no habla  
Inglés, por favor llámé al 1-844-811-0411. Gracias.*

# 2015 DURHAM CITY AND COUNTY RESIDENT SURVEY

Please take a few minutes to complete this survey. Your input is an important part of the City and County's on-going effort to identify and respond to resident concerns. If you have questions, please contact Durham One Call at (919) 560-1200 or the Durham County Tax Administration at (919) 560-0300. This survey is intended for Durham City and County resident's only.

1. Major categories of services provided by the City and County are listed below. Please rate each item on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	<i>How satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
1.	Overall quality of police protection	5	4	3	2	1	9
2.	Overall quality of sheriff protection	5	4	3	2	1	9
3.	Overall quality of fire protection and rescue services	5	4	3	2	1	9
4.	Response time for fire services	5	4	3	2	1	9
5.	Overall quality of EMS services	5	4	3	2	1	9
6.	Response time for EMS services	5	4	3	2	1	9
7.	Overall maintenance of streets in the City	5	4	3	2	1	9
8.	Overall flow of traffic in Durham	5	4	3	2	1	9
9.	Overall quality of the public transit system (GoDurham, formerly DATA)	5	4	3	2	1	9
10.	Overall quality of water and sewer utilities	5	4	3	2	1	9
11.	Overall enforcement of codes and ordinances	5	4	3	2	1	9
12.	Overall quality of customer service you receive from <b>City</b> employees	5	4	3	2	1	9
13.	Overall quality of customer service you receive from <b>County</b> employees	5	4	3	2	1	9
14.	Overall effectiveness of communication with the public	5	4	3	2	1	9
15.	Overall quality of parks and recreation programs	5	4	3	2	1	9
16.	Overall quality of library services and programs	5	4	3	2	1	9
17.	Overall quality of services provided by the Durham County Department of Social Services	5	4	3	2	1	9
18.	Overall quality of Public Health services	5	4	3	2	1	9
19.	Overall quality of Tax Administration services	5	4	3	2	1	9

2. Which **THREE** of the items listed above do you think should receive the **MOST EMPHASIS** from City and County leaders over the next two years? [Write the numbers below for your top three choices using the numbers from the list in Question 1 or circle NONE.]

1<sup>st</sup>. \_\_\_\_ 2<sup>nd</sup>. \_\_\_\_ 3<sup>rd</sup>. \_\_\_\_ NONE



3. **Several items that may influence your perception of Durham are listed below.** Please rate each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Overall quality of services provided by the <b>City</b>	5	4	3	2	1	9
2.	Overall quality of services provided by the <b>County</b>	5	4	3	2	1	9
3.	Overall appearance of Durham	5	4	3	2	1	9
4.	Overall management of development and growth	5	4	3	2	1	9
5.	Overall image of Durham	5	4	3	2	1	9
6.	Overall quality of life in Durham	5	4	3	2	1	9
7.	Overall quality of life in your neighborhood	5	4	3	2	1	9
8.	Overall ease of travel within Durham	5	4	3	2	1	9
9.	Overall value you receive for your local taxes and fees	5	4	3	2	1	9

4. **Public Safety.** Using a scale of 1 to 5 where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:

	<i>How safe do you feel:</i>	<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>N/A</i>
1.	When walking alone in your neighborhood during the day	5	4	3	2	1	9
2.	When walking alone in your neighborhood at night	5	4	3	2	1	9
3.	When walking alone to the closest park from your home during the day	5	4	3	2	1	9
4.	When visiting recreation centers	5	4	3	2	1	9
5.	In downtown Durham	5	4	3	2	1	9
6.	In Durham overall	5	4	3	2	1	9
7.	When riding GoDurham (DATA)	5	4	3	2	1	9

5. **Law Enforcement/Criminal Justice.** Using a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate how you feel regarding the following aspects:

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Overall police relationship with your community	5	4	3	2	1	9
2.	Overall Sheriff Office relationship with your community	5	4	3	2	1	9
3.	Animal control services	5	4	3	2	1	9
4.	Enforcement of traffic safety laws	5	4	3	2	1	9
5.	Local court system	5	4	3	2	1	9

6. **How supportive would you be of allowing more misdemeanor (non-violent) drug offenses to be handled outside of court when possible?**

- ☐ (1) Not supportive at all  
☐ (2) Not supportive  
☐ (3) Neutral  
☐ (4) Cautiously Supportive  
☐ (5) Strongly Supportive

7. **Parks, Recreation, and Open Space:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Greenways and trails	5	4	3	2	1	9
2.	Outdoor athletic fields and courts (e.g., baseball, soccer, futsal, and tennis)	5	4	3	2	1	9
3.	The variety of City recreation opportunities	5	4	3	2	1	9
4.	Customer service provided by the City’s Parks and Recreation staff	5	4	3	2	1	9
5.	The length of your commute to your desired recreation amenities	5	4	3	2	1	9
<b>Recreation Programs Provided By the City</b>							
6.	Aquatic programs	5	4	3	2	1	9
7.	Athletic programs	5	4	3	2	1	9
8.	Recreation Center programs	5	4	3	2	1	9
9.	Cultural programming (e.g., events, concerts, and festivals)	5	4	3	2	1	9

8. Which TWO of the **Parks, Recreation, and Open Space** items listed above do you think should receive the MOST EMPHASIS from City and County leaders over the next TWO Years? [Write in the numbers below using the numbers from the list in Question 7 or circle NONE.]

1<sup>st</sup>. \_\_\_\_ 2<sup>nd</sup>. \_\_\_\_ NONE

9. **Maintenance.** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Condition of streets in YOUR Neighborhood	5	4	3	2	1	9
2.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
3.	Condition of bicycle facilities (e.g., bike lanes, bike parking, etc.)	5	4	3	2	1	9
4.	Cleanliness of streets	5	4	3	2	1	9
5.	Cleanliness and appearance of medians and roadsides	5	4	3	2	1	9
6.	Mowing and tree trimming along streets and other public areas	5	4	3	2	1	9
7.	Condition of parks	5	4	3	2	1	9
8.	Condition of recreation centers and facilities	5	4	3	2	1	9
9.	Cleanliness of stormwater drains	5	4	3	2	1	9
10.	Overall appearance of major entryways to Durham	5	4	3	2	1	9

10. Which TWO of the **Maintenance** items listed above do you think should receive the most emphasis over the next TWO years? [Write in the numbers below using the numbers from the list in question 9 or circle NONE.]

1<sup>st</sup>. \_\_\_\_ 2<sup>nd</sup>. \_\_\_\_ NONE

**11. Parking and Transit:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Ease of travel by walking	5	4	3	2	1	9
2.	Ease of travel by driving	5	4	3	2	1	9
3.	Ease of travel by biking	5	4	3	2	1	9
4.	Ease of travel by bus (GoDurham/Bull City Connector)	5	4	3	2	1	9
5.	GoDurham routes and schedules	5	4	3	2	1	9
6.	Location of Downtown parking facilities	5	4	3	2	1	9
7.	Quality of Downtown parking facilities	5	4	3	2	1	9

**12. Have you used GoDurham/Bull City Connector during the past year?**

\_\_\_\_(1) Yes (Go to Q13.) \_\_\_\_ (2) No (Please answer Q12a.)

**12a. If NO to #12: Which of the following is your primary reason for not using the service:**

- \_\_\_\_(1) Does not serve the areas I need to visit  
 \_\_\_\_ (2) Buses do not come frequently enough  
 \_\_\_\_ (3) Services is not provided during the days and hours I would use it  
 \_\_\_\_ (4) I don't need the service – I just prefer to drive  
 \_\_\_\_ (5) Other (Please Explain) \_\_\_\_\_

**13. Code Enforcement:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Enforcement of junk and debris cleanup on private property	5	4	3	2	1	9
2.	Enforcement of mowing on private property	5	4	3	2	1	9
3.	The enforcement of the ban on parking in front yards	5	4	3	2	1	9
4.	How quickly graffiti is removed in your neighborhood	5	4	3	2	1	9
5.	Response to code enforcement requests for service or complaints	5	4	3	2	1	9

**14. Solid Waste and Utility Services:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Solid waste collection services	5	4	3	2	1	9
2.	Curbside recycling services	5	4	3	2	1	9
3.	Bulky item pick up/removal services (e.g., old furniture, appliances, etc.)	5	4	3	2	1	9
4.	Yard waste (leaves/tree limbs) collection services for subscriber members	5	4	3	2	1	9
5.	City Waste Disposal Center (2115 East Club)	5	4	3	2	1	9
6.	County Solid Waste Convenience Centers (Parkwood, Redwood, Bahama, and Rougemont)	5	4	3	2	1	9
7.	Quality of drinking water	5	4	3	2	1	9
8.	Sewer services	5	4	3	2	1	9
9.	Stream and lake protection	5	4	3	2	1	9
10.	Drainage of city streets	5	4	3	2	1	9

- 15. Development and Appearance:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Amount of trees and shrubs retained and/or replaced on new development	5	4	3	2	1	9
2.	Protection of historic buildings	5	4	3	2	1	9
3.	Appearance of houses in your neighborhood	5	4	3	2	1	9
4.	Availability of affordable housing	5	4	3	2	1	9

- 16. Economic Development:** For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	Access to training and development for the under-employed and unemployed	5	4	3	2	1	9
2.	Resources to support small business development	5	4	3	2	1	9
3.	Proximity of your neighborhood to shopping opportunities	5	4	3	2	1	9
4.	Proximity of your neighborhood to arts and cultural amenities	5	4	3	2	1	9

The following questions will ask you to rate your customer service experience with the City of Durham and Durham County, separately. If you are a City resident, please complete BOTH questions 17 and 18. If you are a COUNTY resident outside of City limits, please GO TO QUESTION 18.

**CITY RESIDENTS ONLY**

- 17a.** During the past year, have you or other members of your household contacted employees of the City of Durham or visited the website to seek services, ask a question, or file a complaint?

\_\_\_(1) Yes (Answer 17b, questions 1-12.) \_\_\_(2) No (Go to Question 18a.)

- 17b.** (Only if “YES” to Question 17a.) Using a 5-point scale where 5 means “Very Satisfied” and 1 means “Very Dissatisfied,” please rate your satisfaction with the City employees you have contacted with regard to the following:

	<i>How satisfied are you with:</i>	<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>N/A</i>
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9
7.	Availability of information about City programs and services	5	4	3	2	1	9
8.	Ease of locating information on the City website	5	4	3	2	1	9
9.	Ease of paying water bill	5	4	3	2	1	9
10.	Your experience engaging with the local government process	5	4	3	2	1	9
11.	Level of public involvement in local decisions	5	4	3	2	1	9
12.	City efforts to keep you informed about local issues	5	4	3	2	1	9

**ALL RESIDENTS of Durham County**

**18a. During the past year, have you or other members of your household contacted employees of Durham County or visited the website to seek services, ask a question, or file a complaint?**

\_\_\_(1) Yes (Answer 18b, questions 1-12.) \_\_\_(2) No (Go to Question 19.)

**18b. (Only if "YES" to Question 18a.) Using a 5-point scale where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the County employees you have contacted with regard to the following:**

	<b>How satisfied are you with:</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>N/A</b>
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courtesy of employees	5	4	3	2	1	9
3.	Accuracy of the information and assistance you were given	5	4	3	2	1	9
4.	Time it took for your request to be completed	5	4	3	2	1	9
5.	How well your issue was handled	5	4	3	2	1	9
6.	The resolution to your issue/concern	5	4	3	2	1	9
7.	Availability of information about County programs and services	5	4	3	2	1	9
8.	Ease of locating information on the County website	5	4	3	2	1	9
9.	Ease of paying water bill	5	4	3	2	1	9
10.	Your experience engaging with the local government process	5	4	3	2	1	9
11.	Level of public involvement in local decisions	5	4	3	2	1	9
12.	County efforts to keep you informed about local issues	5	4	3	2	1	9

**19. How do you hear or receive information about community issues, services, and events? (Check all that apply.)**

- |   |   |
|---|---|
| ___ (01) Durham Citizens' Newsletter (with water bill)                | ___ (09) Community blogs, listserv, social media  |
| ___ (02) The Herald-Sun, News and Observer, or other local newspapers | ___ (10) Social media outlets run by City or County (Facebook, Twitter, or Youtube Pages) |
| ___ (03) Local Television or radio news                               | ___ (11) Televised City Council/County Commission meetings                                |
| ___ (04) Government Access Channel 8 (DTN)                            | ___ (12) Durham One Call (560-1200)   |
| ___ (05) Durham Convention Center Visitors Bureau                     | ___ (13) City website ( <a href="http://www.DurhamNC.gov">www.DurhamNC.gov</a> )          |
| ___ (06) Local government produced brochures/pamphlets                | ___ (14) County Website ( <a href="http://www.DCONC.gov">www.DCONC.gov</a> )              |
| ___ (07) City Manager's Weekly E-Newsletter                           | ___ (15) Friends/neighbors  |
| ___ (08) Local government representatives at events or meetings       | ___ (16) Other _____  |

**20. Which method do you use to watch DTN (programming includes City Council and County Commissioner Meetings, In Touch with Durham County, and City Hall This Week)?**

\_\_\_ (1) on TV \_\_\_ (2) Online \_\_\_ (3) Do not watch

**21. Overall Ratings of the Community. Using a scale of 1 to 5 where 5 means "Excellent" and 1 means "Poor," please rate the City of Durham with regard to the following:**

	<b>How would you rate the City of Durham:</b>	<b>Excellent</b>	<b>Good</b>	<b>Neutral</b>	<b>Below Average</b>	<b>Poor</b>	<b>N/A</b>
1.	As a place to live	5	4	3	2	1	9
2.	As a place to work	5	4	3	2	1	9
3.	As a place to play	5	4	3	2	1	9
4.	As a place to raise children	5	4	3	2	1	9
5.	As a place to retire	5	4	3	2	1	9
6.	As a place to visit	5	4	3	2	1	9
7.	As a place to start a business	5	4	3	2	1	9
8.	As a city that is moving in the right direction	5	4	3	2	1	9

**22. Would you be willing to pay higher taxes to support enhancements to City and/or County services?**

- ☐ (1) Yes, I would be willing to pay an increase in taxes (Please answer 22a.)  
☐ (2) No, I would not be willing to pay an increase in taxes (Skip to Q23.)  
☐ (3) Don't know (Skip to Q23.)

**22a. If YES to #22: From the list of local governmental services below, which ones would you be willing to pay higher taxes to support enhancements? (Check all that apply.)**

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Road Improvements (widening streets, addition of bike lanes) | <input type="checkbox"/> (08) Affordable Housing         |
| <input type="checkbox"/> (02) Athletic facilities (soccer/baseball/tennis)                 | <input type="checkbox"/> (09) Parking facilities         |
| <input type="checkbox"/> (03) Aquatics facilities  | <input type="checkbox"/> (10) Expanded Pre-K Subsidies   |
| <input type="checkbox"/> (04) Trails and greenway  | <input type="checkbox"/> (11) Senior programming         |
| <input type="checkbox"/> (05) Repair and restore deteriorating Infrastructure              | <input type="checkbox"/> (12) Court Services             |
| <input type="checkbox"/> (06) Public safety facilities and staffing                        | <input type="checkbox"/> (13) Social Services            |
| <input type="checkbox"/> (07) Construction of new sidewalks                                | <input type="checkbox"/> (14) Youth programming          |
|  | <input type="checkbox"/> (15) Job creation/training      |
|  | <input type="checkbox"/> (16) Public Health and Wellness |

**23. How willing would you be to pay fees instead of taxes to pay for improvements to City services that you use or benefit from?**

- ☐ (1) Very willing    ☐ (2) Willing    ☐ (3) Not Sure    ☐ (4) Not Willing

**24. (Optional) What is the most significant issue(s) you think Durham will face over the next 5 years?**

---

**25. (Optional) What do you like BEST about living in Durham?**

---

**26. (Optional) What do you like LEAST about living in Durham?**

---

**27. Approximately how many years have you lived in Durham County? \_\_\_\_\_ years**

**28. What is your age? \_\_\_\_\_ years**

**29. What is your gender? \_\_\_\_\_ (1) Male    \_\_\_\_\_ (2) Female**

**30. Do you own or rent your current residence? \_\_\_\_\_ (1) Own    \_\_\_\_\_ (2) Rent**

**31. Which of the following best describes your race/ethnicity? (Check all that apply.)**

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) Black/African American |
| <input type="checkbox"/> (2) White                  | <input type="checkbox"/> (5) Other: _____           |
| <input type="checkbox"/> (3) American Indian/Eskimo |   |

**32. Are you of Hispanic, Latino, or other Spanish ancestry? \_\_\_\_\_ (1) Yes    \_\_\_\_\_ (2) No**

**33. Would you say your total annual household income is:**

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Under \$30,000       | <input type="checkbox"/> (3) \$60,000 to \$99,999 |
| <input type="checkbox"/> (2) \$30,000 to \$59,999 | <input type="checkbox"/> (4) \$100,000 or more    |

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed postage-paid envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed to the right will ONLY be used to help identify which areas of the County are having problems with city services. If your address is not correct, please provide the correct information.